



The Citrus Industry

EXCLUSIVE SPECIALIZED CITRUS
PUBLICATION

Issued Monthly Representative of every interest
Representing no special interest

Vol. 8

TAMPA, FLORIDA, JANUARY, 1927

No. 1

South Florida Fair Opens February First

Bind as 2
South Florida Fair

As usual, the management of the South Florida Fair and Gasparilla Carnival which opens in Tampa on February 1 for a season of eleven days, is planning to make this annual exposition the greatest display of citrus fruits ever gathered under one roof. In years past, the management has succeeded in its efforts to achieve this result, and this year the hope is expressed that even former efforts will be eclipsed in the magnitude of the citrus displays.

President Brorein and Manager Strieder are putting forth even more than their usual efforts to make the exposition of 1927 the greatest and best in the history of the fair association, and at this time, just on the eve of the opening of the fair, their efforts seem certain of success.

While no feature of horticulture or agriculture will be overlooked by the fair management in the effort to make the fair thoroughly representative of Florida products, citrus will, by reason of its great importance, easily lead the field in the extent and variety of exhibits. Every county in the state which produces citrus fruits on a commercial scale will be represented among the citrus exhibitors, and the keenest rival is manifest, even before the opening of the fair, in the race for the grand sweepstakes in the citrus class. Several East Coast counties are vowedly after this coveted prize, which for eight successive years has been captured by St. Lucie county. Determined to wrest the prize from the East Coast



✓ W. G. BROREIN, President

section, numerous West Coast and Ridge counties are grooming themselves and hope to come down the home stretch winner of this coveted ribbon. All this insures the highest possible type of displays in the citrus exhibits.

Activity Manifest

With executive offices located from

FREE PUBLIC LIBRARY
JACKSONVILLE, FLORIDA

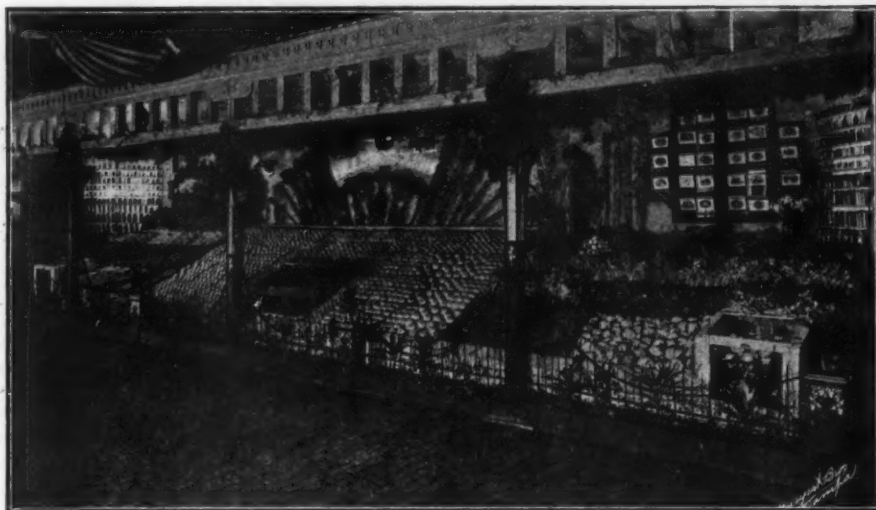
the Peninsular Telephone Company building to new quarters just south of the main gate of the fair grounds, every official of the South Florida Fair is busy completing the program of what is expected to be Tampa's biggest and best exposition.

Special attractions already booked exceed anything ever presented at the fair. Competition among the various counties will be keener than ever and W. G. Brorein, president, is confident the 1927 edition of the fair will assure Tampa's present position in the "first five fair cities" of the United States.

Fifty of the 63 counties of Florida have reserved booths. Several of these already have sent their county agents to the fair grounds and crews of workmen are well started on the task of rebuilding exhibit spaces. R. T. Kelly, Hillsborough county agent, who is directing the reconstruction of his section, expects to make a gallant effort to beat Pasco county, always a leading contender at the fair.

Offices Beautified

Beautification of the new offices is one of the first jobs of the workmen. An electric fountain is being installed just in front of the building. The device consists of three decks, four units of submerged lights in the basin and a colored marine globe on the top. The cascades will reflect kaleidoscopic shafts as the rays of light strike the falling water. Attractive rustic arbors will lead from the main gate to the office doors. P. T. Streider, general manager of the fair, has



Sectional View of Hillsborough County at the South Florida Fair, 1926

been allotted a big suite in the center of the building and is well pleased with his new location because it places him on the scene of activity and permits him closer contact with the big enterprise.

The fair grounds have been resown with grass seed. There will be no bare spots and every detail of landscape gardening will be worked out to make the grounds a beauty spot when the gates swing open on February 1.

Free Acts Booked

President Brorein already has booked several free attractions. These include J. Alex Sloan and his company of daring automobile racers, The Dutton All Star company and the Thearle-Duffield Fireworks company, of Chicago. The fair will open and close with auto races and the free at-

tractions, 25 in number, will be presented on the other days in rotated programs.

The Dutton attraction includes a big company of bareback riders, aerialists, contortionists, wire walkers, acrobats and clowns. General Manager Streider saw the act in Toronto last summer. He says it is one of the best acts of its kind in the country.

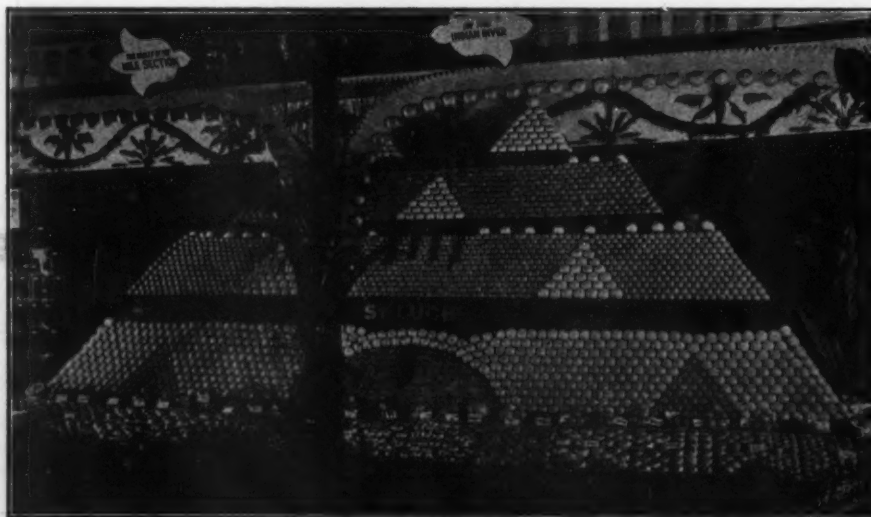
Having filled engagements at the Sesqui-centennial exposition at Philadelphia and state fairs in Iowa, Minnesota, New York, Michigan, Wisconsin and Alabama, the Thearle-Duffield Fireworks company comes to Tampa with the highest recommendations.

Big Fireworks Spectacle

The spectacle is said to be the best touring the fair circuits and costs the local organization a great deal of

money. But President Brorein believes the investment will more than pay because the exhibitor has scored big successes everywhere the pyrotechnics have been displayed. The fireworks will be presented every evening during the fair.

Thousands of dollars have been appropriated for prizes, according to the official list of awards, copies of which have been mailed throughout the United States. These prizes have been so classified as to give every county opportunity to win in its individual specialties. Certain counties feature citrus, others tobacco, still others berries and vegetables. Abolition of the grand awards has revived competition, whereas before, certain counties were almost certain to get the highest prizes.



Sectional View of St. Lucie County at the South Florida Fair, 1926

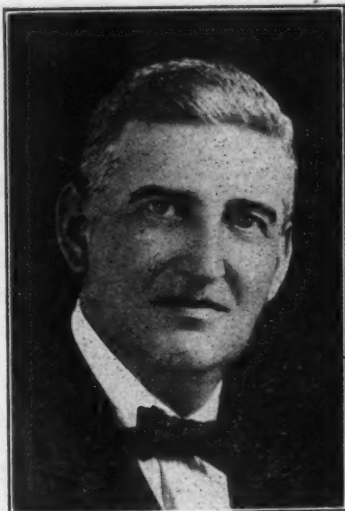
Vast Crowds Expected

Ample provision has been made for the handling of capacity crowds. The attendance last year was 391,504 and officials are hopeful of equalling and perhaps exceeding this total. A permanent entrance has been installed on Cass street, with five pay ticket stiles. There will be the same number of stiles at the main entrance and four at the gate opposite Gordon Kellar hospital, making a total of 14.

All the old commercial exhibitors and between 25 and 30 new ones have been signed up to install booths. Reconstruction of last year's sections and building of new ones began soon after the first of the year. President Brorein thinks these exhibits this year will be bigger and better than ever.

A general cleanup of the fair grounds has been made. Debris and refuse, which has collected during the summer, fall and early winter, has been carted away. Electricians also have begun checking up the streamers and lamps, which outline the buildings and swing from the tops of the towers.

The first fair, held in November, 1913, was designed to show the agricultural, horticultural and industrial resources and possibilities of the section surrounding Tampa. A circular pavilion, not as large as the ground space of an average Tampa bungalow, covered the entire exhibit. Note how the infant fair of that day has grown until it now requires all the space in a dozen huge structures covering almost the entire space in Plant Field except the race track enclosure. The first baby fair was given the name of "The Garden of Eden," and it attracted newspaper attention throughout the state and drew hun-



P. T. STRIEDER, General Manager
dreds of visitors to Tampa.

The "Garden of Eden," forerunner of the great exposition of today, was financed on a total appropriation of \$1,500, of which \$500 was contributed by the city of Tampa, the remaining \$1,000 being from Hillsborough county. Exhibits and cost of operating the first fair amounted to \$1,000 and at the close of the exhibition \$500 was prorated back to the city and county. Thus this first fair established another record—that of returning any part of an appropriation of public money to the donors. This was "first page news" in papers all over the United States, and those in charge of the fair kept hearing of it, through correspondence, for a couple of years.

First Fair Held in 1914

In 1914 the South Florida Fair was

held for the first time in Plant Field which was leased by the city to the Fair Association. Snow Hall was the only real building, aside from a tiny frame grandstand. Howard Curry was then, and for several years afterward, field agent for the Fair.

Two counties exhibited at the South Florida Fair of 1913. More than fifty counties of Florida show their products at the 1927 Fair. Hillsborough and Manatee counties furnished citrus fruits, vegetables and the products of home and farm industry at the first fair. Counties in every part of the state contribute to make this year's Fair beyond comparison the greatest that ever has been held in Florida, and one of the very greatest expositions ever presented in the South.

Brorein a Leader from Beginning

Following the inaugural of the South Florida Fair in its present form, the first Committee of Fifty was named to handle the Fairs in following years. Then, as now, W. G. Brorein headed the organization, which formed a non-profit making association, selling stock to finance the annual exhibits. This stock never has paid any dividends and probably never will; it was sold with that distinct understanding, and it was bought by those who still own it, as a sort of civic duty. The South Florida Fair and Gasparilla Carnival has financed itself to its present size and importance. Invaluable financial support has been given on a few occasions by the city of Tampa and Hillsborough county; had it not been for this aid, given at times when it was sorely needed, the association would have been placed in dire straits. All of the buildings that now fill Plant Field have been built out of profits



Sectional View of Pinellas County at the South Florida Fair, 1926



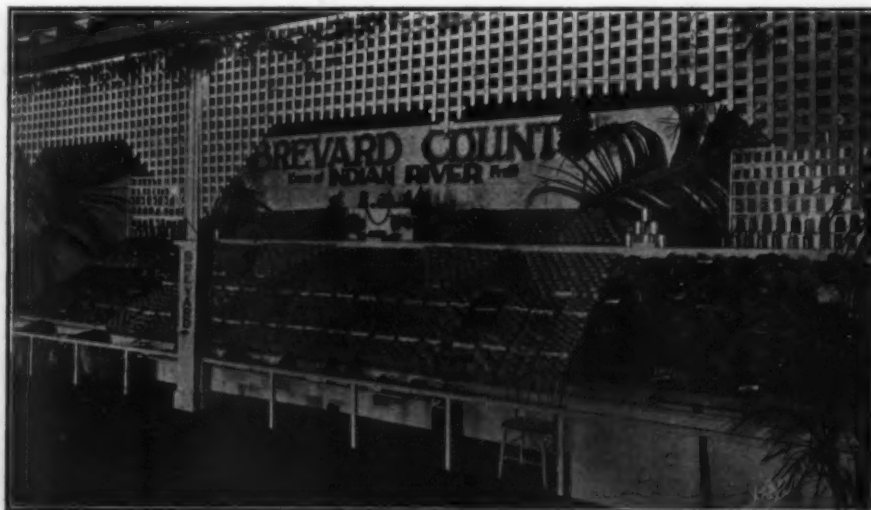
Sectional View of Polk County at the South Florida Fair, 1926

of the annual fairs, except Snow Hall. The South Florida Fair Association never has received a dollar of state aid. A dozen immense buildings beside the new concrete and steel grandstand built three years ago after the old frame stand had been destroyed by fire, make up the present plant of the Fair. Among these buildings is the Poultry Building, declared to be the finest of the kind in the country, and which this year houses the greatest poultry and pet stock show ever held in the South; the new Live Stock Pavilion, built along ultra-modern lines and designed to show off to the best advantage the aristocrats of the Four Hundred of live stock's select circles—the blue ribbon winners among dairy and beef cattle, swine, sheep, and even goats. New buildings to house county ex-

hibits, art displays, products of home canning and preserving clubs, handiwork of boys and girls of Hillsborough and other counties; an entire building devoted to exhibits of fruit, vegetables, home cured meats, canned goods, needlework and other products and manufactures for which negro farmers and home workers, negro school children and negro needlewomen are responsible; and another immense structure, housing every sort of machine and mechanical appliance for the use of South Florida tillers of the soil, with an annual overflow taking up several acres of space outside the buildings. These are a few of the buildings that make up the South Florida Fair plant, all built from the profits of the annual fairs, and even now crowded to the utmost-limit of their capacity.

Growth Under Strieder's Charge

Greatest growth of the South Florida Fair, and its attainment of the rank of a mammoth annual exposition has occurred in the five years since P. T. Strieder has had charge of the work of "lining up" Florida counties and Florida and out of state exhibitors and arranging the annually increasing space to fit the annually growing array of exhibits. First as superintendent and for the last three years as general manager of the Fair, Mr. Strieder has established a reputation that extends all over the United States. This big, hearty, genial Hoosier—Mr. Strieder formerly lived in Fort Wayne, Indiana—through the power of a friendly personality and an innate ability to overcome even actual hostility, has been probably the greatest factor in the build-



Sectional View of Brevard County at the South Florida Fair, 1926



Sectional View of Volusia County at the South Florida Fair, 1926

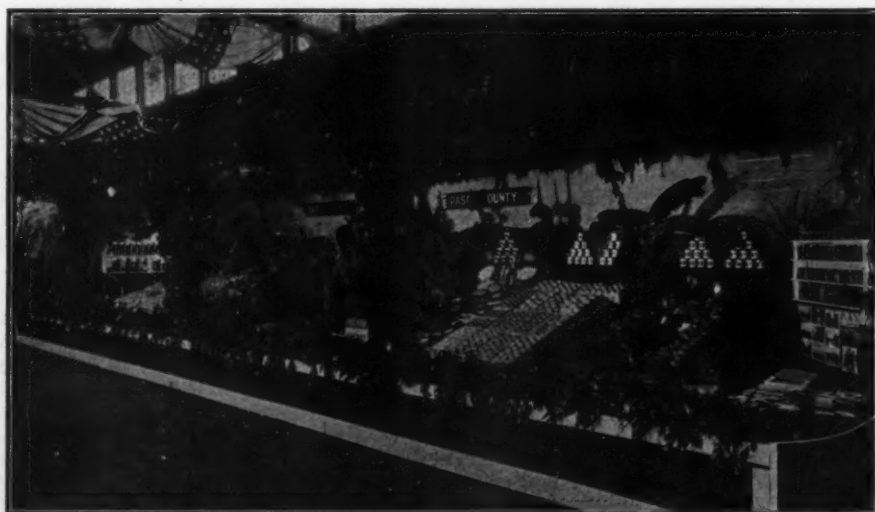
ing of the Fair to its present proportions and importance. Obtaining the support of and bringing to Tampa exhibits from counties along the East Coast, from along the northern boundary of Florida, from the West Florida region, as well as the central, southern and Gulf Coast counties, is a real chore; but it is one that "P. T." has handled year after year, always more and more successfully, and always making more and firmer friends for the South's Greatest Exposition.

The wholehearted and ungrudging support that has accorded to the big general manager of the big Fair by every member of the association and every officer and employee of the Fair has been of inestimable value, and affords another illustration of the civic pride and spirit of the men and the women whose efforts have

gone toward the upbuilding of the Fair. No task ever has been too difficult, no committee assignment too tedious and laborious, no personal sacrifice too great for acceptance and accomplishment. Not a dollar of the profits from the annual Fair ever has gone into the pockets of any of the stockholders and members of the Association. The only paid official of the South Florida Fair and Gasparilla Carnival is General Manager Strieder; the sole emolument of each and all of the others is the annual banquet that follows each Fair. Arranged, planned and stage managed by Major Henry Snow, one of the Fair's leading spirits, these annual banquets are affairs to be remembered, as they should be, considering the fact that they are the entire wages for a year of hard work, often per-

formed at the sacrifice of valuable time badly needed in other directions.

From that "Garden of Eden" exhibit back in 1913, the central feature of which was a bale of South Florida cotton, to the mammoth exposition of 1927 is a far cry. But the growth of the South Florida Fair and Gasparilla Carnival is typical of the growth of South Florida—nay, of the whole of Florida, from a sparsely settled region of a few scattered farms and groves and a few sand roads traveled laboriously by ox teams or on horseback. The Fair of today is an epitome of Florida's development and a prevision of what this great state, "America's sun parlor," is to be when the peoples of the North shall have learned fully of its untold and untellable potentialities.



Sectional View of Pasco County at the South Florida Fair, 1926

The Citrus Industry

Exclusive publication of the Citrus Growers and Shippers

Address all communications to the Main Office
415 Stovall-Nelson Building
Tampa, Florida

Telephone _____ 4819

S. L. FRISBIE, Editor and Manager

R. D. RAINEY _____ Advertising Manager

A. G. MANN _____ Production Manager

Published Monthly by
Associated Publications Corporation
Tampa, Florida

Subscription, \$1.00 per year in advance

Entered as second-class matter February 16, 1920, at the post-office at Tampa, Florida under the act of March 3, 1879.

Branch office and production plant, Bartow, Florida.

GROVE CALENDAR FOR JANUARY

Timely Suggestions for Grove Work During the Present Month

Late this month spray citrus trees for scab with 3-3-50 bordeaux oil emulsion (one per cent. oil).

Prune and burn dead wood from trees to control melanose and stem-end rot.

Set and bank young trees.

Watch late fruit for rust mites.

Pick up and burn pecan twigs cut off by twig girdlers.

THE PROBLEM OF DISTRIBUTION

The action of the Fruitmen's Club at its recent meetings in taking action tending to stabilize shipments and equalize distribution of citrus fruits, is to be highly commended. That such action will have a beneficial effect upon the market, there can be no doubt. The Fruitmen's Club, representing probably 90 per cent. of the citrus shipments from the state, is the one organization which can hope to handle the situation with any degree of success, and the fact that the program of supervision formulated by its committee was adopted without change by the membership is indicative of the unanimity of opinion as to the needs of such supervision and the determination of the club membership to be governed by the action of its executive committee.

Briefly stated the Club committed itself to requiring every member to furnish the Club once a week a statement showing the number of cars, divided as to varieties, shipped for the past week and the number of cars, divided as to varieties, that he estimates he must ship for the

immediate following week. Each member has to further facilitate the report of movements by instructing the railroad to report to the Club in such a form as to be a check to the figures of each member.

Fear has been expressed in certain quarters that members of the Club would not feel themselves bound to abide by their promises or to be governed by the action of the Executive Committee. The Citrus Industry has no fears on this score. The marketing agencies of Florida are not officered or managed by fools. They know their own interests, and they know that if citrus can be properly and wisely distributed in such quantities and to such centers as demand requires, and withheld from centers where no demand exists, that the net returns to their clients and themselves will be enhanced. It has been said in certain quarters that selfishness and self-interest will impell individual shippers to disregard their agreements and ignore the action of the Club. We believe rather that self-interest will impell the shippers to abide by their promises and co-operate fully with the Club.

The great danger at this time, is that shippers are apt to expect too much soon from the program outlined by the Club. Order cannot be brought out of chaos in a day, nor can the law of supply and demand be entirely repealed or rendered inoperative. Orderly distribution through accurate knowledge of the exact situation by each shipper at all times, cannot establish a fixed price for any commodity. But orderly distribution continued over a period of time will tend to make prices adjust themselves to the flow of that commodity into any given channel. It is in this way that the efforts of the Fruitmen's Club must and will have its greatest effect and its greatest benefits.

But while The Citrus Industry gives its wholehearted support to the action by the Fruitmen's Club and while it believes that such action will result in much benefit to the growers and shippers of the state, it would caution that growers must not expect this one step to solve all their difficulties nor to at one stroke of the pen transfer their trade balance from red to black. The grower himself has some things yet to do, and he cannot with justice lay all of his ills to the marketing agencies or to marketing systems. He has his own part to play.

First, the grower owes it to himself, he owes to his marketing agency and to his state to improve the quality and appearance of his fruit. He must give his marketing agency something to sell which **DESERVES** to bring a good price. This he can do only by producing fruit of first quality and appearance.

Having done this, he must insist that his fruit be properly handled in the picking and hauling, properly graded and packed in the packing house, and turned over to the shipper in such shape as to meet the approval of the final arbiter of price—the buyer. Until the grower has attended to these very essential factors in the determining of price, he cannot demand too much of his marketing agency nor too severely criticize the agency for its failure to secure the "top price".

And here, too, the Fruitmen's Club can be of

inestimable service to the growers of Florida by exerting its great influence to encourage the production of fruit of better quality and appearance and demanding greater care in handling, grading and packing. If Florida growers are to get the greatest returns from their labor and investment, they must give the ultimate consumer what the ultimate consumer demands. The proper supervision of distribution will help, and The Citrus Industry believes that the Fruitmen's Club will see that such supervision is given, but there still remains the growers' own part, which no one but the growers themselves can play.

POLK COUNTY ORANGE FESTIVAL

The Third Annual session of the Polk County Orange Festival will be held at Winter Haven on January 20, 21 and 22, and the officials declare that they have every assurance that the festival will this year be far greater than either of its predecessors, but that it will bring together the largest display of citrus fruits ever assembled in the state.

Certain it is that the Festival officials, the officers and citizens of the City of Winter Haven, the civic organizations and the Polk County Officials are leaving nothing undone to make of this gathering a REAL orange festival—something unusual, unique and long to be remembered. Knowing the men behind this movement as it does, The Citrus Industry is confident that their efforts will be rewarded by success and that the Festival will be everything which they plan and hope.

The Polk County Orange Festival will be not only a surprise and a pleasure to Florida's winter visitors, but will be besides a revelation to many life-time residents of the state by demonstrating the pre-eminence of Peerless Polk in the citrus world. No one can visit this Festival without taking away with him a better and broader conception of the magnitude of Florida's chief industry and greatest asset.

THE SOUTH FLORIDA FAIR

Beginning February first and continuing for eleven days, the South Florida Fair and Gasparilla Carnival will open its doors in Tampa to the people of the state and its winter visitors with what is expected to be the grandest display of the resources of Florida ever assembled under one roof or within one enclosure.

Great preparations are being made by the Fair officials and by the people of Tampa to entertain the great crowds which are expected to attend the Fair this year, and besides the industrial, agricultural and horticultural exhibits, amusement features of every kind have been provided for the entertainment of the Fair guests.

More than fifty of the counties of the state have entered for county exhibits, and among the number are to be found every county which produces citrus fruits on a commercial scale. This assures the continued dominance of citrus among the exhibits and continued rivalry among the citrus producing counties for the honor of carrying off first honors in this class.

The Fair will be an educational feature

which cannot fail to refute in the minds of every visitor any slurs or detractions which have been cast upon the state by outside detractors. Nothing could more clearly demonstrate the solidity of Florida's agricultural and industrial foundation than the marvelous exhibits which will be seen at this Fair.

Every visitor to the state and every resident of the state within reach of Tampa should make special effort to attend this great exposition of the state's most wonderful resources.

PUBLICITY AND PUBLICITY

For once in the annals of the citrus industry of Florida it appears that we have really done something, or at least have decided that we will try to do something, without first having told the wide, wide world what we were going to do—even before we ourselves had determined just what it was we wanted to do.

We refer to the action of the Fruitmen's Club in going quietly about its plans exert to an influence upon the distribution of citrus shipments with a view to stabilizing the markets. So quietly was this work carried on that it had been practically completed before anyone outside the Club knew just exactly what was being planned.

This was in refreshing contrast to the usual method of operation in Florida citrus circles, where the customary method has been, when someone incubated a brilliant idea, to rush into a four-column news story under a streamer head and tell the world just what we were GOING to do. Then, when our dreams fell flat, the world laughed, shrugged, and sneered, "another Florida bubble burst."

So, we say, the Fruitmen's Club has given us a refreshing example of doing something first and telling about it afterward. The citrus industry of Florida would have been far better off if some of the other movements started for the betterment of the industry had been conducted along similar lines. Sometimes a business suffers from lack of publicity. The citrus industry of Florida has all too frequently suffered from an overdose of publicity—albeit such publicity may have been fostered by an honest desire to promote the welfare of the industry.

The Citrus Industry wants to congratulate the Fruitmen's Club on its wisdom in acting first and talking afterwards.

TEXANS WANT NATIONAL ORGANIZATION

That the citrus growers in the Rio Grande valley of Texas are alive to the need of national organization to promote the general welfare of the citrus growers, regardless of location or state lines, is the statement of Mr. W. W. Houser, editor of the Delta Irrigation News at Harlingen, Texas, in a personal letter to the editor of The Citrus Industry.

"I want to congratulate you on the splendid editorials in your December issue under the headings: 'What's Wrong With the Markets,' and 'Need of National Organization.' Also, the article on 'Marketing Efficiency—What Remedy?' is very good. We want to work in hearty

co-operation with your publication."

The above is a quotation from Mr. Houser's letter in which he indicates that the citrus growers of the Rio Grande valley are deeply interested in the organization of a national citrus body of some kind for the promotion of citrus interests in general. With the fast growing production of citrus, Texas growers feel the need of a strong organization of national scope to aid in promoting a demand for citrus fruits purely as citrus, without regard to the place of production.

There will always be competition between citrus fruits grown in California with those grown in Florida and Texas, just as there is competition between marketing agencies and between individual growers. But competition does not prevent marketing organizations from forming clubs for mutual benefit and protection, nor does it prevent growers from banding together for the same purpose. The apple growers of New York join hands with the apple growers of Oregon in formulating plans for the general welfare of the industry, and if the citrus grower of the future is to attain the highest degree of prosperity, it will be because the growers of California and Florida join hands with the growers of Texas and Arizona and plan for the best methods of promoting the welfare of all. Each state must of necessity look after its own immediate problems and tell the world of its own particular fruits, but all together must join hands to promote the welfare of citrus purely as citrus. Texas probably realizes this more fully than Florida or California because it has not become so affected with the spirit of jealousy which has prevailed between the older producing states, and also because Texas realizes more intimately than either of the other states the wonderfully increased production which must be reckoned with during the next decade.

It would be as unwise to say that co-operation among growers or co-operation among the producers and shippers of the several states is impracticable because their products come into competition on the markets of the world.

WE ALL HAVE OUR TROUBLES

Just at the time when the Fruitmen's Club of Florida is taking steps to equalize distribution of citrus fruits, the "gentlemen's agreement" between the California Exchange and the California independents has "blown up" because of local jealousies. At the same moment, the cry comes up from Texas that the growers of the Rio Grande valley are dumping their entire product on the city of Houston, apparently forgetting that there is any other market in the world for "valley fruit."

So it is that we all have our troubles. Here in Florida we have been wont to point to California as the shining example of perfection in marketing, from which no error might ever be expected to come—when lo, our idol exposes its feet of clay—that selfsame jealousy from which we ourselves have suffered.

And Texas, the young giant of the Rio Grande which might have been expected to have learned from the mistakes of her older sisters, is

found repeating our own follies by still further congesting already glutted markets while other cities within her own borders are crying in vain for fruit.

The remedy?

Is there one? If so, it must be found in a closer association, a more careful study of conditions, a more intimate knowledge of market needs and distribution by the men who ship the fruit. No local organization can have such knowledge. Only a national organization is big enough to handle the situation for all growers.

THE AFRICAN CITRUS INDUSTRY

Citrus culture in Florida and California is quite interesting, but we doubt if it can compare with raising oranges and grapefruit in South Africa, says the Winter Haven Chief. There the husky Boers, descendants of the sturdy Hollanders together with their English neighbors, have developed the industry to a high degree, and while their crops do not compare in size with those of America, they are nevertheless making such rapid strides that the coming years will doubtless find them worthy rivals of their friends across the Atlantic.

M. Van der Hock, a South African fruit expert, addressed the local Chamber of Commerce on the development of the citrus industry in his native land. His talk was interesting and inspiring. It showed how an industry had been created in a score of years that marketed nearly a million boxes of fruit, bringing a net revenue to the growers of approximately \$2,000,000 — a sum not to be sneezed at even in this day of big money. Van der Hock showed how his country is developing the industry along various lines and how it is meeting the marketing problem. All of the South African fruit goes to London. This means that the shippers can concentrate their sales efforts at one general point. It means that the growers unite on a comprehensive sales program and put over their objective. In this lies the strength of the South African system. Van der Hock declared that he noted the lack of harmony between many of the growers in the United States, and believed this was the cause of most of the trouble underlying the industry here, particularly as regards the failure of the growers to control the price of their fruit in the markets.

Florida growers should nurse those European markets. This is particularly true of grapefruit, which is beginning to make a place for itself on the European breakfast table.

California citrus growers are complaining that too many California shippers are sending out fruit of poor quality and appearance. It appears that Florida has no monopoly on the shipment of off-grade fruit.

The best posted men in the industry in Florida anticipate the early resumption of citrus plantings on an extensive scale.

The sprayer, the duster and the fumigation tent are the best protection against the ravages of citrus pests.

Fumigate Your Grove

With

CYANO GAS

REG. U.S. PAT. OFF.

CITRUS DUST

FOR

HEALTHIER TREES

BRIGHTER FRUIT

GREATER PROFITS

Not more than one Fumigation required per year.

The Gas gives 98 to 100% kill of all insects, red scale included.

Insect control by fumigation costs no more per year than other methods but gives more thorough results.

We do the work, furnish equipment and charge by the tree according to size.

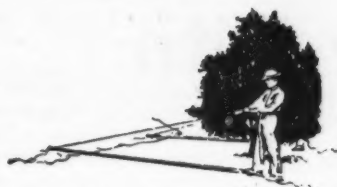
Our Fumigating Crews are working in your neighborhood. Give us your name and address on this coupon and we will advise you where you can see fumigation work being done. Ask for booklet 30.

AMERICAN CYANAMID SALES CO.

INCORPORATED

63 West Amelia

Orlando, Florida



Third Annual Session Polk County Orange Festival Opens January 20th

The widespread popularity of the forthcoming Polk County Orange Festival and its appeal to the people of all sections of the state and nation has been strikingly portrayed by the requests made from different sources for data concerning the event, which



FRANK J. SENN
Executive Chairman Orange Festival

is to be held at Winter Haven, January 20, 21 and 22. George F. Sampson, chairman of the Publicity Committee, stated that he had received requests from several state papers, not included on the committee's list of those to receive Orange Festival data, asking that they be furnished with short stories on the forthcoming event. These papers are printed in cities somewhat remote from this section, and for this reason had not been supplied with publicity matter, Sampson stated.

In addition, several northern papers of wide circulation, that recently published Winter Haven stories, have signified their willingness to publish one or more stories on the orange festival. These include the New

York Herald-Tribune, New York Sun, New York Evening Post, Philadelphia Inquirer, Philadelphia Public Ledger, Boston Post and Chicago Herald-Examiner. Sampson has had an article prepared, setting forth the history and purpose of the Orange Festival, and this is being sent to the northern papers for publication.

Interest in the forthcoming Polk County Orange Festival is being shown throughout the country, according to the souvenir program booklet which will set forth the story of the citrus exposition.

The committee recently sublet the programs to a local committee, which has been busy canvassing the various communities throughout the county in an effort to give the Orange Festival Association the most elaborate program ever issued for a similar event. The book, besides carrying the advertisements of Polk county firms, will also feature the names of hundreds of Polk countians who will form the "honor roll" of those promoting the festival.

Recently Station W. M. S. G., at Madison Square Garden, New York City, wrote the Publicity Committee of the Orange Festival Association

stating that they would broadcast a short story on the Orange Festival free of charge. The Committee prepared a story, including the salient facts about the citrus show and sent it to the New York radio station. This story, which follows, will be broadcast several times before January 20, the date on which the festival opens.

Story to be Broadcast

Prominent among the great exhibitions of horticultural and agricultural products of the nation is that held annually at the little city of Winter Haven, Florida, devoted to the interests of the citrus industry. This is the Polk County Orange Festival, soon to be held for the third season. The date has been set for January 20, 21 and 22, and to this event the attention of thousands of people all over Florida and the Union will be directed at that time.

City is Citrus Center

Winter Haven is a city of 8000 people situated 200 miles southwest of Jacksonville and 48 miles east of Tampa in the heart of the famous lake and ridge sections of Polk County annually produces 21 per cent. of the citrus fruit of Florida, or approximately 3,500,000 to 4,500,000



There will be no Queen of Festival contest this year

boxes while the Winter Haven district, including the territory five miles around the city, ships 1,750,000 to 2,225,000 a year, or over 10 per cent. of the state's total. The Winter Haven yield alone exceeds that of any other county in the state, which has earned for it the proud title of "Citrus Capital of Florida."

Plan of Orange Festival

With such a setting it is fitting that Winter Haven should stage an orange festival of the magnitude of the one which will soon be observed. The festival extends over a three day period, and is held on one of the principal streets of the city. Over 250 booths are built along the curbing of this 80-foot street and here displays, commercial, ornamental and citrus, are put on in lavish fashion. Every citrus packing house in the county, thirty in number, is represented by one or more booths, and every commercial and ornamental booth is properly decorated in citrus colors. The whole idea is to make this a "citrus show," all other ideas being subordinated to this one great central thought. It is at this festival that the most authoritative information on the growing, shipping and marketing of oranges, grapefruit and tangerines can be obtained, and daily demonstrations of this fascinating and profitable industry can be seen.



H. GILLETTE McCUTCHEON
Mayor of Winter Haven

Prizes for Exhibits

The fruit displays are all in the competitive class and capable judges

pass upon the respective booths and award a number of cash prizes in Commercial, Citrus and Decorative booths. The awarding of prizes will also be extended to the float parade on the first morning of the festival, a total of \$625.00 in prizes being awarded in commercial and decorative classes. Nearly a hundred floats have already been entered for the parade, representing more than a dozen communities in Polk County.

The Orange Festival will have numerous amusement and entertainment features including a large carnival, parades, street dances, and the like, but it will primarily be a citrus display, and the carrying out of this idea will predominate throughout the exposition.

History of Festival

The Orange Festival was inaugurated in January 1924, when the first exposition was held. The second was observed in January, 1925. The Festival was omitted last year, and the result has been greater preparedness for a bigger and better festival the coming month.

The Polk County Festival Association is a permanent organization, subdivided into thirteen committees whose membership is drawn from every community in the county. F. J. Senn, of Winter Haven, is general chairman of the association and



Winter Haven

"The City of 100 Lakes"

COME and be our guests. You will enjoy the wonderful exhibits, entertainment and Festival spirit, during the three days and nights of the

POLK COUNTY ORANGE FESTIVAL

January 20-21-22

Ample and splendid hotel accommodations for everybody

Although a most delightful place to live, Winter Haven makes no pretense of being a pleasure resort. It is, primarily, a residence and a business city. A sure, steady and healthy growth spells real opportunity in practically every line of business. The varied agricultural and industrial activities of the surrounding country make Winter Haven a year 'round city. The largest citrus packing plant as well as the largest citrus nursery in the world are located in Winter Haven.

CITY OF WINTER HAVEN



Street Scene During 1925 Orange Festival

chairman of the Executive committee.

The Festival drew 10,000 the first year, nearly double that number the second year, and it is confidently expected that from 30,000 to 50,000 will be in attendance this year.

Contract for Decorations

The committee on decoration for the Polk County Orange Festival closed a contract with the Richards Decoration Company of Daytona, Fla., for the exclusive privilege of decorating all stores, offices and ho-

tels in Winter Haven for that occasion. This includes the decorating of all booths and floats as well. The firm comes highly recommended, having letters of recommendation from secretaries of various Chambers of Commerce in Florida cities where they have filled contracts.

The members of the committee expressed themselves as pleased with the terms of the contract and the generous concessions of free street work given by the Richards Company for the exclusive privilege for all city, booth and float decorations.

Terms of Contract

The contracts sets forth the following terms:

That the Richards Company will decorate 250 booths with orange, green and white cloth as per sketches submitted by W. A. Woodruff, of the local committee; that they will decorate the streets from Second Street to East Park Avenue and out to the arch at the street intersection on the midway, with two lines of pennants over booths. They will decorate the reviewing stand free of charge and the bandstand to be decorated at a reasonable charge. They guarantee all materials to be of clean, bright, fast colors, and agree to have the work completed not later than 12 o'clock Jan. 19. They also agree to furnish orange-colored bulbs for the

Orange Groves Fruit Cake Radio

We once tasted a fruit cake that the lady who made it boasted she got the recipe for over the Radio. We feel certain she got some static mixed up in it.

Buying an orange grove is a matter that requires some thought and knowledge. Otherwise you may get static in the deal.

We are the oldest real estate concern in WINTER HAVEN and devote practically all of our time to selling orange groves. We have been raised in them and know an orange grove when we see it. Before we show a grove that has been listed with us we make a personal inspection and look into varieties, soil, location and present condition and if we do not think it a good investment we leave it for the other fellow to sell. We have been raised here and expect to remain here the remainder of our lives. The clients we sell become our friends and join with us to help build up the community. Therefore when you deal through us and afterwards find things that you do not understand about the handling of your grove we are here and only to glad to assist you and advise you. We are also experienced in the marketing of fruit and have daily wires and reports from all the big markets of the country and are qualified to advise you about when and how to market your fruit.

If we had been on Noah's Ark both red bugs would have been on us. Like wise if there is a grove on the market at a bargain we have it. We are very susceptible to both red bugs and bargains in groves. Why not investigate this? ? ?

A 20 acre grove half Valencia Oranges, half grapefruit, fine crop of fruit, on hard road, near town and right in every way. Price \$30,000 on any terms consistent with good business. Fruit worth the cash payment required.

We have all sizes in grove property and will consider it a pleasure to show you. At our office we have maps of the Lake Region of POLK County showing all roads, lakes, towns and giving a lot of other information. Call at office or write for all you want.

WINTER HAVEN is the recognized center of the Citrus Industry and you cannot buy a grove wisely until you have investigated it. We are at your service.

Haskins & Bailey

Phone 300—Broadway Arcade

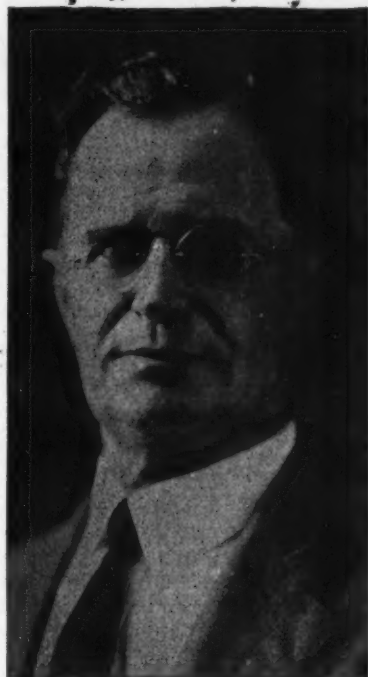
WINTER HAVEN

January, 1927

committee to use in a welcome sign to be hung on the streets. The prices for store front decorations are to run from \$5.00 up.

The decorating committee further specified:

"For this work the Polk County Orange Festival decoration committee agrees to appoint the Richards Decoration Company of Daytona,



✓ J. WALKER POPE
Chairman—Booth Committee

Fla., the official decorators, giving them exclusive rights to the city of Winter Haven on floats, buildings and booths, and further agrees to co-operate with them in carrying out this contract."

Color Scheme Fixed

The color scheme of green, orange and white will be carried out on front of booths, top and bottom with strings of pennants of carnival colors over each booth and extending the full length of line of booths on Sixth from the intersection of Grand Avenue, to Laurel Street South. The color scheme of green and gold will be carried out in the exterior decorations of booths as far as possible, judgment to be exercised in commercial exhibits to see that colors harmonize with the product presented by the exhibitor. All city work which includes store, office, hotel and decorations of buildings will be carried out in the national colors.

Much encouragement has already been given the committee and decorators in applications for work and

THE CITRUS INDUSTRY

the assurance of various business men of their co-operation in the attempt of making this the biggest and best festival yet held; and nothing infuses the spirit of wanting to do our part in making it a success than the brightening up of the store, office and hotel, building fronts with nice bright fast-colored decorations wafting with the breeze the echo of that ever old and glorious slogan, "I will."

Committees Named

With the appointment of a dozen committees to promote the Polk County Orange Festival project, the third annual session of that exposition got under way. At the same time

Seventeen

that the committees were named, January 20, 21 and 22 were set as the three days on which the festival should be held, the association is directing its efforts to having everything in readiness at that time to give Polk County and South Florida the greatest citrus exhibition in their history.

Frank J. Senn, who headed the Association during the festivals of 1924 and 1925, was again named as general chairman. The Executive Committee is composed of F. J. Senn, chairman; G. F. Sampson, secretary; A. F. Walker, C. O. Bradbury, B. A. Nichols, Winter Haven, Wilmon New-



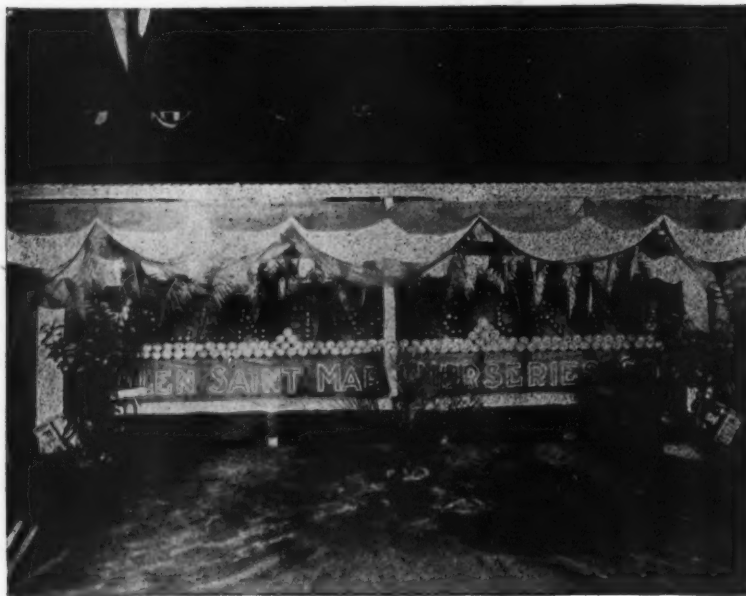
Parades, Exhibits Amusements

3 BIG DAYS—BIG NIGHTS 3

Packers Contest—8 P. M.—Jan. 21st

FREE ATTRACTIONS

EVERYBODY INVITED



1925 Exhibit of Glen St. Mary Nurseries

ell, Lake Alfred; and the following presidents of the Chambers of Commerce of their respective cities; W. C. Bancroft, Auburndale; H. R. Loudon, Babson Park; J. F. Caldwell, Bartow; W. T. Allen, Davenport; L. S. McMillan, Ft. Meade; W. W. Owens, Frostproof; L. S. Horton, Haines City; Dr. Jas. Harris, Highland City; F. A. Howard, Lakeland; John Morley, Lake Alfred; Jack James, Lake Hamilton; J. F. Townsend, Lake Wales; R. J. Reid, Polk City; John F. May, Winter Haven.

Other Committees named include Finance, Booth and Concessions, Entertainment, Program, Decoration, Float, Parking and Traffic, Power and Light, Prize, Welfare, Ticket, Reception and Publicity. The last named is headed by George F. Sampson, secretary of the Winter Haven Chamber of Commerce, as chairman, T. G. Hallinan, editor the Winter Haven

Sun, R. N. Haas, editor the Winter Haven Chief, Geo. R. Moon, advertising manager Winter Haven Chief, R. E. Dahlgren, Winter Haven, and the secretaries of the Chambers of Commerce of the following cities: W. H. Rossman, Auburndale; C. P. Selden, Babson Park; Geo. H. Clements, Bartow; W. S. Allen, Davenport; L. C. Shepard, East Winter Haven; R. S. Hanford, Ft. Meade; C. H. Roberts, Frostproof; J. C. Long, Haines City; W. A. Womble, Highland City; S. L. Collins, Kathleen; D. H. Lewis, Lakeland; F. G. Hughes, Lake Hamilton; C. E. Noyes, Lake Wales; C. R. Hodge, Polk City.

The Festival will be held on Sixth street in the heart of the city, where 250 booths will be erected for the citrus and commercial displays. Carnivals and various amusement features are to be enjoyed, and substantial prizes will be offered for floats

and citrus, commercial and decorative booths. It is expected to have a number of noted citrus authorities and state officials present at the Festival, and it is expected that Governor John W. Martin will be a guest.

Many Floats Entered

The progress of the Float Committee in lining up entries for the big parade in the Polk County Orange Festival was revealed at the meeting of the chairmen of the various festival committees when it was revealed that forty-nine floats had been entered. Thirty-five are in the decorative float class and fourteen in the commercial class. W. L. Smith, the chairman, reported that all the communities of the County were falling in line enthusiastically and that practically every one would be represented in the parade.

Geo. F. Sampson, chairman of the Publicity Committee, reported that stories of the forthcoming festival had been sent to more than 25 newspapers in Florida as well as to such nationally known papers as the New York Herald-Tribune, Boston Herald, Philadelphia Inquirer and the Public Ledger.

The Committee chairmen discussed the matter of prizes to be given for the best decorated and equipped booths in commercial and decorative classes, but deferred action until the next meeting, Thursday, December 23.

Committees represented were: F. J. Senn, General Committee; Jay Stull, Decorative; J. W. Pope, Booth; W. L. Smith, Float; W. R. Hill, Entertainment; G. F. Sampson, Publicity; A. E. Walker, Program; A. M. Tilden, Citrus Display; F. E. Brigham, Traffic; W. F. Boyd, Light; C. O. Bradbury and Dr. R. A. Nichols, Executive. Visitors included Mr. Birch of the Sealdsweet Chronicle and Mr. Farley of the Farley Electric Company.

Continue on page 34



16 Years in the

REAL ESTATE

BUSINESS IN WINTER HAVEN

J. Walker Pope

"At Your Service"

CITRUS COMMENTS

BY

R. E. Lenfest, Orlando, Florida, District Manager,
Lyons Fertilizer Co.

Citrus Fruits, Cultivation

Spring Fertilizer

There are several problems to be considered in planning for the spring application of fertilizer. There are a good many groves that were fertilized early in the fall because the trees needed to be fed earlier than usual. These same groves will no doubt need to be fertilized a little earlier this spring in order to keep the trees in good condition. This will depend almost wholly upon the present appearance of the trees themselves. If the trees were fertilized early in the fall and there has been plenty of rain since that time and still the trees look a little underfed it will be well to put on the spring application in January instead of waiting until February.

It may also be wise to use a four per cent ammonia instead of three per cent. However, on the late varieties of oranges and grapefruit it is hardly advisable to use a four per cent ammonia unless the trees really indicate the need of that much stimulation. The late varieties always require a little special thought and study to keep the trees in good producing condition without affecting the quality of fruit on the trees. It is better not to stimulate the late varieties during the winter or early spring if this can be avoided. Of course if the trees are somewhat unthrifty and have only a light crop, it is better to give them the attention that they need with little regard to the small amount of fruit they may have on the trees. This is for the purpose of getting the trees into a more thrifty condition so that they may set a good crop next year.

The early and midseason varieties and tangerines can be treated about as the condition of the trees indicate.

The average analysis for the spring application would be a 3-8-5 using a four per cent material wherever the need of it was indicated. The make up of the ammonia should be one-fourth to one-third the ammonia from organic source and the balance equally divided between nitrate of soda and sulphate of ammonia or perhaps a little more nitrate than sulphate.

Be sure to give the trees enough, but at the same time be equally sure not to overdo it and give them too much. The danger of giving the trees too much fertilizer will be greatly lessened if proper care is used in applying the fertilizer. If the grove is made up of young bearing trees take the time to dig in the middle and see if the feed roots meet in the middle. If they do then spread the fertilizer evenly and broadcast. Too much attention cannot be given to getting an even distribution. Trees are as often hurt by careless application as by giving too much fertilizer.

A much larger and a better bearing tree can be grown if the fertilizer is properly applied from the time the tree is planted right on up to the time it begins to bear and then continue the good work.

Run Down and Neglected Groves

There are still a good many groves in a more or less run down and neglected condition and the spring time is a very good time to begin a campaign of bringing them back into good condition.

If there is considerable dead wood it is the best plan to do no pruning at all until the trees have made a good growth and are again in a vigorous condition. The trees have already formed a layer of protective cells between the dead wood and the live wood and when they are pruned it is necessary for a new layer of scar tissue to be formed. The forming of this new layer and the shock of pruning seems to take so much vigor from the already weakened tree that it is slow to respond to treatment and make a new growth. The leaving of the deadwood on the tree till later allows all your efforts at rebuilding to go into growing a new top and a new root system.

The use of castor pomace together with a good 4-8-3 fertilizer, both properly applied, together with no pruning until the trees are vigorous will work wonders with the yellow, run down and neglected trees. If you have a grove in such a condition you can build it up to a surprising extent by next fall if you care to do it.

Banking Trees

Some young groves are just recently being banked. It is safer to do this earlier in the fall but there is still a month or two in which there is danger of a cold that will hurt young trees. This being the case it will still pay to bank the young trees. Be sure to clear away all sticks and trash around the trunks of the trees and then bank with dirt free from trash.

Should there be any heavy rains after the banks are up be sure to go over the young grove and fill in any places where the banks have been washed down by the water running down the trunk of the tree and then down the bank.

Yellow Grapefruit Trees

Whenever there are grapefruit trees that carrying a good crop and leaves are yellowing, it is a good plan to give the trees a little help by using a little nitrate of soda. One-half pound up to one and one-half pounds, or possibly two pounds on very large trees, will maintain the health of the trees without hurting the growth of the fruit. Be sure that the tree is large enough to need the amount that you put on. Keep in mind that you are not trying to bring the green color back into the leaves but simply to keep them from getting any yellower, and at the same time you will decrease the amount of dead wood that always follows a heavy crop where the trees are allowed to become yellow.

Spraying Suggestions

Tangerines and other varieties where the fruit is inclined to drop should not be sprayed till after the fruit is picked. Otherwise if scales are numerous on the trees they should be thoroughly sprayed with oil emulsion before the new growth starts, for it is done when the new growth is tender or there is young fruit on the trees some growth may be hurt and the small fruit oil spotted. This spraying will kill scales and whitefly.

On grapefruit trees having only small amount of scab a thorough spraying with lime sulphur solution

Continued on page 28

The Spring Impulse In Citrus Trees

By Bayard F. Floyd, Wilson & Toomer Fertilizer Co.

To the average person the growing of citrus fruits is a round of cultivation, fertilizing, and other operations, making a routine that is either pleasant or arduous according to the interest taken.

To the student and lover of trees, the citrus tree is a wonderful mechanism, and the study of its intricate nature, how it works and its manner and means of response to his operations and to surrounding conditions, is appealing.

The importance of knowledge of the tree with which the grower works is evident, but the amount of exact knowledge that is available to him is comparatively small. No one has yet solved the mystery of the living substance. The science of plant physiology—that branch of biology which treats of vital phenomena manifested by plants—is comparatively new and its progress is dependent upon fundamental studies of the plant substance and its activities by the chemist and the physicist.

The Tree is a Factory

The citrus tree is a complete chemical works that runs constantly. It contains extremely complicated machinery that manufactures finished products—both living and lifeless—from raw materials. It differs from the ordinary man-made factory in that life is internal and possessed by the tree, whereas it is external as applied to the other.

The tree is not a one-unit factory but is composed of many units grouped to carry out certain functions or work. There is perfect cooperation between the units and groups of units, but man has yet failed to penetrate the secret of the working of this cooperation so that he can imitate it or control it to any great degree. In his attempt at control, he simply does his bit and then lets nature take its course.

Conditions Essential For Life

The unit of structure in the tree—the plant cell—is composed of chemical compounds and it works by physical force. It consists of living protoplasm and of lifeless substances. Its functions consist of chemical changes, some of which liberate or store up power while others result in the accumulation of both living and lifeless matter.

These functions are carried on by

the tree. They do not simply take place. The tree lives and carries on these functions only by using chemical compounds and physical forces.

The chemical and physical forces in the tree are influenced by prevailing conditions or each factor of its environment. "The conditions essential for the working of these forces, otherwise known as life, are (1) **proper food**, the source of material of which the body is built and of energy by which the body is built and operated; (2) **water** which is the means by which food-materials and foods are taken into the body and transferred from part to part, and an important component of the living substance itself; (3) **proper temperature** for the carrying on of the chemical and physical processes; (4) **light** which furnishes the energy for the processes; and (5) **freedom** from mechanical or other disturbances which can interfere with its supply of food, water, warmth and light and prevent it from carrying on its natural activities."

In practice, the grower attempts to provide these conditions by giving his trees the proper kinds of fertilizer to supply materials; by cultivation and irrigation to conserve and supply water; by pruning and spacing to provide light exposure; by orchard heating to provide proper temperature, when necessary; and by spraying and dusting to give freedom from disturbances. While from the commercial viewpoint, these practices are necessary and profitable, from the standpoint of the plant they are crude and only supplement the conditions and materials supplied by nature.

Life Processes

The entire tree working as a factory carries out certain processes each of which contribute to the maintenance of the whole. There are three which are confined to living organisms and are controlled by them. They are **respiration** which is oxidation controlled and carried on to a degree by the living substance; **nutrition**, chemical synthesis accomplished by the living protoplasm; and the **absorption and transfer** of food materials and foods, physical processes made possible and regulated by the living material.

Three other processes involve and

include chemical changes not confined to living organisms but controlled by them. These are **growth**, **irritability** and **reproduction**. All of these processes are inter-dependent, each depending upon the other.

While growth is a term that is difficult for the physiologist to define, to the layman and to the citrus grower it usually means the production of new branches, foliage and bloom by bud development and which he calls a growth flush. To the physiologist, it means any permanent increase in size or volume of any part of the plant body which includes the production of new cells, increase in diameter of trunk and limb, production of new roots and feeding tips, the formation and development of buds, etc.

There are in general three periods of growth in the citrus tree when buds develop into new branches with foliage, and three corresponding interperiods when the buds are apparently dormant. During an interperiod, growth does not cease entirely. New cells are being formed in the wood and bark, increasing the thickness and diameter of these. The buds are being slowly built up and new roots are being made, particularly just previous to the growth flush. Thus at all times growth changes are taking place in the tree.

Of the dormant periods, that during the winter season is the longest and the most complete. As the winter season progresses, the impulse for the spring growth flush begins to gain momentum. With the production of new feeding tips, the roots begin to absorb food and water. Changes begin to take place in the cells containing stored foods. New cells are formed in the cambium regions, particularly that near the buds which will develop into shoots. The buds begin to swell and break and the growth flush, as the grower knows it, is on. The question arises, whence comes the growth impulse, from within or from without? That is a mooted question. Conditions favorable for growth must, of course, exist. There must be food, moisture and the proper temperature conditions. There is evidence that the plant must have absorbed a certain minimum of heat units before growth can start, but

Continued on page 24

Annual Report Growers and Shippers League

At the annual meeting of the Growers and Shippers League of Florida at Orlando on December 17, Secretary J. Curtis Robinson submitted his report which contained, among other interesting data, the following:

The Growers and Shippers League of Florida has completed the most active year since its organization. Leaders in growing and shipping citrus fruit and vegetables realize more and more the need for and dependence upon the League to look after their larger traffic problems.

During 1926 several new members have been added to the list of active supporters of the League.

The work the League is doing for citrus fruit and vegetable industries in Florida was unanimously endorsed by the Agricultural Conference of the State Chamber of Commerce in Miami on December 6th. The work of the League had been previously endorsed by the Chambers of Commerce at Eustis, Sanford, Orlando, Winter Garden, Winter Haven, Ft. Pierce, Dunedin, Clearwater, Haines City, Tampa Board of Trade, Seminole and Orange County Chambers of Commerce, Altamonte Springs and favorable recommendations of similar purport by Chambers of Commerce of Bartow and Cocoa.

Numerous proposals are made from time to time before Railroad Freight Associations or Committees affecting rates, rules and charges, for transporting our fruits and vegetables. This requires continuous watchfulness to see that rules or charges detrimental to our interests are not made effective without an expression of the shippers being submitted for carriers' consideration. In views, we are then prepared to ask the Interstate Commerce Commission for suspension of the rule, route, rate or charge, which we consider imposes an unjust or unreasonable penalty, and ask for hearing, that our shippers' position may be presented before an unbiased Tribunal.

The Secretary was appointed a member of the Traffic Committee of the American Fruit and Vegetable Shippers Association, one of the most important committees of that National Association. The Secretary was also appointed a member of the Express Committee of the American

Fruit and Vegetable Shippers Association.

The League is indebted to Mr. C. R. Marshall, Counsel, Mr. T. D. Geoghegan, Rate Analyst, Mr. George W. Oliver, Railroad Cost Analyst, for their untiring work in preparing their evidence in our Line Haul Rate Case. I wish also to mention that we are indebted to Mr. J. H. Tench, Rate Expert for the Railroad Commission, State of Florida, for assistance by him in our Line Haul Case, and to Mr. R. Hudson Burr, Chairman of the Florida Railroad Commission, for his time and effort in our behalf.

We owe a debt of gratitude also to Mr. Karl Lehmann, Secretary of the Orlando and Orange County Chambers of Commerce, for his active support and cooperation with the League and to Mr. C. S. Hoskins, Traffic Manager, Tampa Board of Trade, and Mr. C. E. Green, Mgr., Jacksonville Traffic Bureau, for their cooperation.

We have been assisted many times during the year by Mr. E. S. Briggs, Mgr.-Sec'y., American Fruit & Vegetable Shippers Association, who testified in two cases in which the Florida shippers were interested and who by his counsel and advice has given us much of his time during the year. We have also received support in several instances from Mr. Robt. French, Mgr., National League of Commission Merchants and Mr. C. R. Phillips, Secretary International Apple Shippers Association.

The League is indebted particularly to Messrs. J. C. Chase and E. D. Dow, who gave their time and testimony in rebuttal in our line haul rate case.

We also wish to acknowledge the service rendered the League by Mr. Wm. H. Mouser in obtaining new members, and by Mr. F. L. Skelly of the American Fruit Growers, Inc., in securing the financial support of allied industries.

The League is indebted to the Press of Florida and particularly to the "Florida Grower", "Citrus Industry", and "The Packer" for the support they have given the League by publishing our activities from time to time.

I wish, personally to thank the President, Officers, Executive and Traffic Committee for their loyal

support during the past year.

We anticipate a Decision in our Line Haul Rate Case will be rendered prior to the beginning of the shipping season in 1927. The tentative report of the Examiner should be received early after the 1st of the year.

After the Examiner's report, there will be 15 days allowed for filing exceptions by shippers or carriers, when a time will be set for oral argument, by carriers 'and shippers' counsel before the Interstate Commerce Commission, after which they take the case under advisement and write their opinion.

The Refrigeration Investigation ordered by the Interstate Commerce Commission, is of very great importance to all shippers. The Fruit Growers Express Company feel the present rates are too low and will undoubtedly present evidence attempting to justify increases. Unless our shippers join in heartily supporting us in the employment of our counsel and experts to properly analyze and refute the testimony which may be offered we may expect to have our refrigeration rates increased. If no greater increase were asked for than when our refrigeration rates were before the commission the annual additional charge for Florida would amount to from \$300,000 to \$450,000 at least and possibly more.

After our Line Haul Rate case and Refrigeration Rate Case are out of the way there will still be many important questions arising for the League to handle. Proposals made from time to time before the Southern Freight Association, Transcontinental Freight Bureau, Perishable Freight Committee and other carriers' freight associations and bureaus are frequently of vital interest to the citrus fruit and vegetable industries.

While more interest in the activities of the League has been taken during the past year than ever before we are not yet securing the support financially by all shippers who participate in the benefits in proportion to the tonnage shipped as much members who are paying assessments.

I can only express the hope that during 1927 more shippers will realize the need for adequate funds to successfully carry on the work.

The Growers Challenge to the Fruitmen's Club

By A. M. Pratt, Sales Manager Chase & Co.

Growers are not disinterested on-lookers as to the present doings of the Fruitman's Club. They recognize it as a shippers' Organization—not a growers' Organization, and therefore there is with some a natural cynical attitude, with others a hoping fate, and with many at this special time, a stern challenge to do something or quit pretending.

We members of the Fruitman's Club realize this though I doubt whether all of us realize as much as we should, the pent up feeling existing with growers. If the Club fails at this time to meet the crisis every shipper, every marketer is injured in the minds of growers, and the breach will widen rather than heal. The Fruitman's Club has its opportunity to prove it can wisely represent the growers and the industry, or it can very easily show that its members being competitors are unable to rise to the demands the industry now puts squarely up to them.

There are many matters of the Club that belong strictly to the Club, but in this general problem of working out a definite plan to better regulate shipments, it becomes an industry problem in which the grower is more vitally concerned than the shipper and he has a right to know, and for this reason I trust there is no violation of Club ethics in opening things up and taking the grower and the public into our confidence.

Public opinion, to be more frank, is the backbone of the whole deal. So far we have had wishbones where the backbones should be. The backbones will be supplied when every member knows he will be required every week to declare himself not in vague generalities but in definite figures as to what he must ship the current week and what he shipped the week previous. His promise the week before will be measured before all his fellow competitors by his performance, for he will not only furnish these figures but will instruct the Railroad to turn in its figures as a final check on his own and every member's operations—and it is the out and out frankness—the baring of actual figures to each other as competitors and co-laborers that will supply the backbone and make self-control of shipments possible.

There is no way to agree, or to exactly allot. It would be against the law to agree; but moral pressure when it has something tangible to

work with does wonders. Take your life and mine—the regular man's or woman's life is not controlled by laws and statutes or positive agreements, but rather by custom, by moral pressure, by public opinion and sentiment, and by social instincts. The same thing applies here and can operate more successfully than gentlemen's agreements or attempted agreements of no value because illegal.

In California this same idea has worked out very successfully, yet by the irony of fate, just at the time when Florida is considering such a step, the whole plan blows up when its largest member, The California Fruit Growers Exchange, declines to play with the rest of the bunch. The immediate cause was soreness over losing some of its lemon business. Generally back of it all was a feeling that controlling over 70% of the industry it gave more than it received in such meetings and worst of all the Club was stealing its glory. The Club instead of the Exchange began to be recognized as the salvation of the industry and to prove to the deluded public they were worshipping a false idol, they kicked it over and say now let's see whose the salvation of this industry. And there's enough truth in this demonstration to make it the more bewildering. More than that it took far more breadth of public-mindedness for the Exchange to be a party to the Salesmanagers' Club than it did all of the rest of the members put together. The Exchange furnished practically all the crop statistics and was the guiding hand generally, and when they were not given the credit due them, it was perfectly natural they would look for a chance to call things off and let the balance "paddle their own canoe."

Just the same, though we cannot say any of us would have been any bigger, or maybe as big in our "big-brother attitude" to the rest of the shippers, it is a distinct loss to the industry to lose the controlling hand that was exercised by this means over 90% of the business, instead of influencing as it will be now 70%. More than that it will cause a loss in the minds of the trade, all competitors and all growers in the stability of things.

The break came because California has been too prosperous. Competitive pride again got on top in place

South Florida's Shopping Center


Maas Brothers is a synonym in South Florida for all that is good and dependable in merchandise. Our patrons may always rely upon finding here the latest and most authoritative styles at exceedingly moderate prices.

Make This Store Your Shopping Headquarters While in Tampa

Or if you cannot come to the store, let our Jane Lee Personal Shopping Service fill your wants by mail.

Maas Brothers
Tampa

Free 60-page Reference Book



Mailing List Catalog No. 55

Get Business by Mail

60 pages of vital business facts and figures. Who, where and how many your prospects are.

3,000 lines of business covered. Compiled by the Largest Directory Publishers in the world, thru information obtained by actual door-to-door canvass.

Write for your FREE copy.

R. L. POLK & CO., Detroit, Mich.
733 POLK DIRECTORY BLDG.
Branches in principal cities of U. S.

Light Plants, Automatic Water Plants and Electric Refrigerators
CHARLES GREENE CO.
1221 Florida Ave. Phone 3477
TAMPA, FLORIDA

USE AGRICULTURAL GYPSUM
for treble duty: Insecticide carrier, food for trees and soil conditioner.
Write now for information
THE GYPSUM INDUSTRIES
Dept. 56 844 Rush Street Chicago

of industrial welfare. The Club came into existence because in the 1923-24 year the Exchange and its growers, and all shippers saw that no one organization could meet the tough problem alone—So they got together just as the same conditions here in Florida will bump our heads together and make us be good children.

Fortunately here no one operator is so disproportionately bigger than any other as to feel it is best to ignore the rest and try the monopoly plan instead of the cooperative plan of action between all vitally interested in the Citrus business.

One thing may bring back the Exchange to believing its duties to the industry, out-weigh its duties to itself competitively, and that is a freeze. It has been near the danger mark for several days. The California Exchange shippers always have heretofore held back while many others jumped in and shipped what could be quickly salvaged.

Through the Club much could be controlled—without it things would be uncontrolled except by law if it gets much colder; so you see, again it takes adversity to bring us together and I wonder if we have had enough to show us the way of saving ourselves from the errors of the past.

It's our turn to forge ahead for a while now, folks. California has had her turn and has kicked over something that nearly all growers realized was a true step forward in co-operation. It is our opportunity to show we can cooperate in even a more permanent manner than California because we as competitors stand in pretty good proportion, and none of us I believe feel entirely sufficient unto ourselves.

TRANSPLANT CITRUS TREES NOW, AVOID INJURY BY APHIDS

Transplant citrus trees during January and avoid injury to the young trees by aphids. This is the hint being given to growers by J. R. Watson, entomologist of the Florida Experiment Station. Mr. Watson has observed that aphids do not attack the first growth of young trees that have been transplanted early, although they may be present on older trees in the vicinity and may attack trees transplanted late in the spring.

Answering an inquiry by a grower, Mr. Watson says on this subject: "Our experience has been that aphids do not attack a transplanted tree, provided it is not put out too late in the spring. This was one of the great surprises of the past two years. I

Citrus Injured By Heavy Frost

At this writing, January 13, it is impossible to estimate with any degree of accuracy the damage resulting to citrus from the freeze of January 12.

Reports from all sections of the citrus belt vary widely as to the damage sustained, and indicate that the injury was very unevenly distributed over the belt. While in some localities very heavy damage is reported, in others the damage is said to be very slight. All reports agree, however, that practically the only damage was to fruit on the trees, no damage being sustained by the trees themselves, aside from very light injury to very new growth, of which there was little, owing to previous cool weather which had put the trees in a dormant condition.

All reports agree that the greatest damage was sustained by tangerines. Grapefruit was the least injured of any citrus fruit. At this early date, no authority is disposed to venture an estimate of the percentage of the crop remaining on the trees which was injured, but all are agreed that the damage will probably prove to be less than was at first feared. Some groves were badly hit, while others in the immediate vicinity showed but little effects from the cold. The mercury reached the lowest point since December 31, 1917, and ranged from 19 to 30 degrees in the major portion of the citrus belt. Grove heaters and brush fires aided in saving the crop on many groves from serious injury.

Cultivation
I personally put out several hundred tangerines in December two years ago and I expected a first class fight, but to my surprise not an aphid attacked them, although there were plenty of aphids in the neighborhood on older trees. Observations throughout the state showed that this condition was general. Aphids did not attack the young sprouts of trees put out during December and January. Some of those trees transplanted later in the spring, however, were attacked."

Mr. Watson is at a loss to account for the apparent immunity of young trees transplanted during December and January, but thinks that growers should take advantage of this immunity and transplant early. He adds that although aphids may or may not be abundant next spring, early transplanting is advisable for other reasons also.

Many a man has broken a record for fear of being run over by the fellows behind.

ETHYLENE

for
ripening
coloring
and
blanching
fruits and
vegetables

WAREHOUSES IN ALL
IMPORTANT CENTERS

For information write to
CARBIDE and CARBON
CHEMICALS CORP.

Carbide and Carbon Bldg.

30 E. 42nd Street
New York City

Unit of
Union Carbide and Carbon Corporation

The Best There Is In Dentistry

FREE EXAMINATION - OUT
OF TOWN PATIENTS FIN-
ISHED SAME DAY

Dr. W. Parker's
Dental Offices

202-4-6 Ferlita Bldg.
Tampa, Florida
Corner Franklin & Twiggs
Hours: 8:30—7:00
Sundays: 10:00—1:00

The Newark Company

Incorporated
CARLOT DISTRIBUTORS
COMMISSION MERCHANTS
FRUITS AND PRODUCE
159 SO. ORANGE ST.
New Haven, Conn.

THE SPRING IMPULSE IN CITRUS TREES

Continued from page 20
that is not entirely proven.

Feeding The Tree

The processes of nutrition in the citrus tree are ones of particular interest to the grower, because he invests more money to supplement these processes than any others. Further there is probably a greater nicety and more judgment required in the selection of the food materials which he will use to obtain the proper growth response in his trees under the particular seasonal and other conditions that exist.

Therefore, the careful grower will buy his fertilizer not only upon the amount of plant food that it contains but also on the basis of the results that the particular mixture has given in the past and is likely to give.

Disease and Insect Control

Freedom from mechanical and other disturbances which interfere with the supply of food, water, light and warmth, and prevent the tree from carrying on its natural activities has been cited as essential for the life and health of the tree.

Among these disturbances that occur in citrus groves are diseases and pests which interfere with the health of the trees, mar the fruit and prevent commercial production. The longer a crop is grown in a community, the more plentiful and widely distributed these troubles become. Twenty-five years ago, the control of diseases and pests by spraying and dusting was small. Today these practices are necessary if the grower wishes to produce the best quality of fruit and to make his grove yield well.

TELLING THE WORLD

ABOUT FLORIDA

Jacksonville, January 9.—The frozen North is today being invited to come to Jacksonville, Florida, through advertisements that are appearing simultaneously in the principal metropolitan newspapers, having a combined circulation of 5,886,937, according to James Baker, President of the Associated Advertising Agency Inc. of Jacksonville, in whose hands the city's community advertising has been placed.

Among the more important papers used are the New York Times, Chicago Tribune, Toronto Star, Philadelphia Inquirer, Detroit News, New York Sun, Philadelphia Record, Cleveland Plain-Dealer, Kansas City Star, St. Louis Globe-Democrat, New York Herald-Tribune, Boston Globe, Cincinnati Enquirer, Christian Science

THE CITRUS INDUSTRY

Monitor, Baltimore Sun and Washington Star.

The advertisement reads as follows:

January, 1927
lows: "Jacksonville, Florida — the commercial, industrial, distributing and recreational center of the South-



Aphis Insurance
For All Citrus Fruits

You don't have to grow so many dwarfs and culls — and you won't — if you protect your fruit from aphis and similar destructive insects by spraying with "Black Leaf 40" the Old Reliable nicotine spray. Costs only a few cents a tree. Use it singly or in combination with sprays for scale, codling moth and like pests.

Recommended by Agricultural Colleges and Experiment stations in United States and abroad.

Ask your Dealer for new leaflets, or write
Tobacco By-Products & Chemical Corp.
Incorporated
Louisville, Ky.

"Black Leaf 40"
40% Nicotine

<p>Open Formula No Filler Fertilizer</p>	<p>"FIRST IN THE FIELD"</p> <p>The A. & G. Trade Mark on a bag of Fertilizer is a guarantee that it contains highest grade fertilizer, put up by a firm which has gained its reputation by supplying only superior fertilizer manufactured from materials of the very best quality.</p>	<p>Genuine Peruvian Guano & Citrus Bone Base Fertilizers</p>
<p>Send today for Booklet: "Facts about Fertilizers"</p>	<p>ATLANTIC AND GULF FERTILIZER COMPANY Jacksonville, Florida C. NASH REID, President</p>	<p>Ammo-Po the top dresser without an equal</p>

HOTEL HILLSBORO

Tampa, Fla.

TOP O' THE TOWN

European Plan, Fireproof 300 Rooms With Baths

THE CENTER OF TAMPA

January, 1927

east offers unsurpassed opportunities for business firms seeking close contact with the great State of Florida.

"Jacksonville's bank clearings for 1926 totaled \$1,505,427,662.53 — four and one-tenths per cent gain over 1925.

"Jacksonville's building construction for 1926 totaled \$21,493,945.00 — an increase of forty-five and six tenths per cent over 1925.

"Jacksonville's postal receipts for 1926 were \$1,322,523.26 — a gain of sixteen and six-tenths per cent over 1925.

"Jacksonville's foreign commerce for 1926 was \$22,316,754 — an increase of seven and three-tenths per cent over 1925.

"Jacksonville's manufacturing industries in 1926 included 446 plants, whose output was more than 100,000,000.00 and whose payrolls exceeded \$20,000,000.

"Jacksonville has five trunkline railroads, steamship lines operating coastwise from New York, Philadelphia, Boston and Baltimore, and freight lines to all parts of the world.

"Jacksonville offers the pleasure seeker five wonderful golf courses, fine deep-sea and fresh-water fishing sailing, hunting, yachting, boating and an equable climate with an average annual temperature of sixty-nine and three-tenths degrees."

HORTICULTURE CLASS HAS AN INTERESTING VISIT DOWN STATE

Seventeen advanced students in horticulture at the College of Agriculture recently made a week's trip down the West Coast and into the citrus section of the state, where they visited a number of horticultural enterprises and learned of fruit and nursery practices in the state. They were accompanied on the trip by Prof. E. L. Lord.

The towns visited during the trip included Fruitland Park, Leesburg, Eustis, Tavares, Montverde, Winter Garden, Oakland, Orlando, Davenport, Lake Alfred, Winter Haven, Lakeland, Augurndale, Lucerne Park, Lake Wales, Kissimmee, Punta Gorda, Sarasota, Bradenton, Fort Meade, Tampa, Clearwater, St. Petersburg, Wauchula, Arcadia, Fort Myers, Dade City and Bushnell.

A study was made of the different phases of horticultural work in the state which included inspection of nurseries, groves, packing houses, and fruits grown in the state.

Groves were found to be in better condition than one year ago, largely due to better cultural practices resulting from higher market prices, ac-

THE CITRUS INDUSTRY

cording to Prof. Lord.

The students gained much information on the citrus industry, and were able to compare different sections of the state. The trip supplements the knowledge to be gained by the students in the classrooms.

A similar trip is taken each year by the class in horticulture under the direction of Prof. Lord.

The Experiment Station at Gainesville has a farm inventory form with helpful suggestions which it will send free to any Florida farmer requesting it. The first of the year is a good time to make an inventory.

The farm inventory shows the farmer's net worth, shows whether the business is getting ahead, can be used as the basis of a credit statement, and makes a list of the property.

A coating of wax on the kitchen linoleum makes it easier to clean. Ordinary floor wax will do, and it makes linoleum wear better and gives it a richer luster. Wash the linoleum with warm soapy water, rinse with clear water, and let dry. Then apply the wax.

The milk cow was made to eat rough stuff mainly. That's why she

Twenty-five

has four stomachs. When planning her ration, arrange to give her all the good hay or silage she wants.

PLANT CITRUS TREES NOW

The planting season is nearing its end and immediate action is required if you get your trees in this year.

TWO YEAR OLD BUDDED STOCK

Ready for immediate delivery

Every tree backed by the Thomas Guarantee. The finest varieties of Parson Brown, Valencia, Pineapple Oranges and Marsh Seedless and Excelsior Grapefruit. These trees are two years old and from the best budded stock. While they last

75c EACH
In Lots of
100 or More \$1 EACH
Single
trees

C. E. THOMAS NURSERIES

404½ Zack St.—Telephone 3692

TAMPA, FLORIDA

Highest Quality CITRUS STOCK

Every size and variety of citrus tree available for the prospective planter.

500,000 BUDS

in all sizes of

Valencia	Tangerine	Marsh Seedless
Parson Brown	Kings	Grapefruit
Pineapple	Satsuma	Silver Cluster
Blood	Kumquats, etc.	Duncan
		Lemon & Limes

A reputation for highest quality stock and fair dealing over a long period of years.

One of the oldest nurseries in the state.

LAKE NURSERY

Leesburg, Florida

The Case of Fall Fertilizers

By A. L. Chandler, Mutual Orange Distributors,
California, In Citrus Leaf.

Probably no phase of the fertilizer program is more subject to discussion and argument than the use of fall fertilizers heavy in phosphates and potash. There is a rather general agreement that spring fertilizers should contain plenty of available nitrogen and that they should be applied just prior to the start of the growing season. But when it comes to the question of the fall season there is much difference of opinion.

Experimental work in California shows no apparent results from the use of phosphate and potash on the Rubidoux plots, yet most every one agrees that this work is inconclusive and cannot be applied in general fertilizer practice. In fact most fertilizer authorities and many of the more phosphates and potash are just as phosphates and potash are just as necessary in California fertilizer programs as in the rest of the United States.

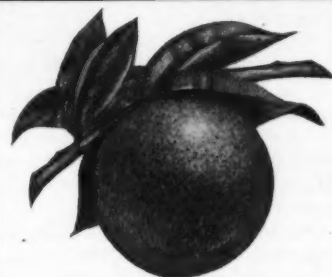
As a result of this difference between the ideas of practical citrus growers and the results of citrus experiments, we will be much interested in the series of experiments now being started on the new orchards at Riverside. Here it will be undertaken to prove the case for phosphates and potash as well as other valuable facts concerning citrus fertilization. The new experiments, starting this year, are being laid out with a great number of different tests and check plots. Some of these will have complete fertilizers, others will have only cover crops, others just nitrates or potash or phosphates. An attempt is being made to make these experiments complete enough so that the results will be of great value to the citriculture of California. However, the results from these tests will not be forthcoming for five or possibly ten years. Meanwhile we must go on fertilizing our citrus crops and decide from what data we have how we are to carry on this fertilization.

The reason that many growers are using fall fertilizers containing phosphates and potash is that they feel that the orange tree that is producing large crops every year is likely in the fall months to call on the soil for large quantities of these materials than is made available in the normal way. When the tree is maturing fruit and wood it is thought to require large amounts of these plant foods within a comparatively short time. A well known authority has

stated that a good crop of oranges removes 13.4 pounds of phosphoric acid and 55.6 pounds of potash per acre. We are all aware that there are large amounts of these materials in the soil. But we are also informed that they are very slowly available to the tree. The theory and practice follow that the way of assuring good sound fruit and wood is to supply sufficient amounts of potash and phosphates that we know to be available.

Many growers feel that this practice has paid them. It is supposed that phosphates, for instance, improve the texture and quality of the fruit. It is also said to influence the maturity of fruiting wood so that the possibility is greater of setting a good crop the following spring. As for potash, it is commonly believed that it enters into the formation of sugars in the fruit and in the hardening of the wood structure of the branches of the tree. Both of these materials therefore, are balance wheels for nitrogen. Nitrogen makes rank growth and these other materials help to mature it. When an excess of nitrogen over other materials is present the tree growth is likely to be weak and subject to decay and injury in shipping. But the other two of the "Big Three" plant foods tend to correct these difficulties. The tree can take only the plant foods available to it. Our job in fertilizing is to feed it the foods it needs, in available form and at the time it needs them. There are several ways of feeding phosphates and potash to the tree. There are several mixed fertilizers for fall application that contain very small amounts of nitrogen and large amounts of phosphates and potash. These complete fall fertilizers have the advantage of requiring but one application to furnish all the plant food necessary. Usually from one and one-half to two and one-half per cent of nitrogen is the maximum in these mixtures and from five to ten per cent of phosphates and potash. In applying samples there is but little choice. Sulphate of potash 48 to 49 per cent potash, and muriate of potash, 50 to 55 per cent of potash, are the most common forms of potash fertilizers. Superphosphate, 17.5 per cent available phosphoric acid, and bone meal, 1 to 2.5 per cent nitrogen and 20-30 per cent phosphoric acid, are the most common phosphate fertilizers.

It is a good thing to fire the bugs, but don't become a fire bug. Farmers burning trash to destroy insects should be careful not to set the woods afire.



THE FRUIT REFLECTS THE FERTILIZER

Are you satisfied with the quality of your citrus fruits? Are they smooth, thin skinned, uniform in appearance and highly colored and ripe? Is the pulp juicy and sweet? Will they ship and keep in A1 condition?

If not, you will do well to examine your fertilizing methods, for fruit of poor or inferior quality is often a direct reflection of plant food deficiency in your soil. Remember the vital part that potash plays in producing quality fruit. It is essential in the formation of starch and sugar. Where it is supplied in sufficient quantities the rind of the fruit is thinner and the amount of rag is lessened—the keeping and carrying qualities are improved. Potash also aids in maturing and hardening new wood growth, making the trees less liable to damage from cold and more able to overcome insect injury.

Compare your fertilizer treatment with the recommendation of H. Harold Hume, the well known citrus authority as given in his book "The Cultivation of Citrus Fruits." Bear in mind, of course, that allowances should be made for special local conditions.

Mr. Hume says "For young trees, the fertilizer should contain about 6% phosphoric acid, 5% potash and 4% ammonia, while one containing 8% phosphoric acid, 10% potash, and 3% ammonia should be applied to the grove of bearing trees. . . . Trees in Florida producing 10 boxes of fruit should receive about 30 to 50 pounds each. This same proportion may be preserved for each additional 10 boxes of fruit."

A fertilizer treatment similar to this plus other sound practices should give high grade, profitable citrus crops.

Potash Importing Corporation of America

10 Bridge St. New York City

GENUINE GERMAN

POTASH

Returns
8%
with
100%
Security

FLORIDA'S
SAFEST INVESTMENT
Capital \$2,000,000
Let us send booklet
Lakeland Building & Loan
Association
Lakeland, Florida

Agricultural Conference Recommends Cooperation and Support of League of Producers

The following resolution offered by Mr. J. C. Chase of Orlando was unanimously adopted by the Agricultural Conference held in Miami, December 6th.

"WHEREAS: The successful development of any state depends upon manufacturing or agriculture and horticulture, and

WHEREAS: Two of the chief industries of the State of Florida are its agriculture and horticulture, and

WHEREAS: It is fundamental that the success of any industry must depend upon the ability of that industry successfully to market its product in competition with other sections producing the same commodities, and

WHEREAS: There is proposed or published from time to time by carriers various tariffs, rules and regulations affecting the cost of marketing and distributing individual commodities, and classes of fruits and vegetables, some of which in the past have proposed penalties aggregating millions of dollars, and

WHEREAS: It is impossible for one individual, association or firm to provide sufficient trained experts to analyze or funds to successfully oppose when necessary unjust or unreasonable penalties imposed on these industries, and

WHEREAS: The Growers and Shippers League was organized in 1923 by the majority of producers and shippers of fruits and vegetables for the purpose of looking after the larger traffic problems of the citrus fruit and vegetable industry and to continuously watch for changes in rates, rules or regulations adversely affecting the transportation or distribution of these commodities, and

WHEREAS: Since the organization of the League it has successfully opposed a large number of proposed rules and tariffs containing increases in the cost of distributing citrus fruits and vegetables, among which are:—

Secured reduced minima and reparatio on celery shipped in short refrigerator cars.

Prevented increase in box weights and carload minima on citrus fruit destined to Pacific Coast Territory.

Secured withdrawal of tariff proposing charges for the use of refrigerator cars on pre-cooled shipments of vegetables.

Prevented publication of rules requiring prepayment or guaran-

tee of freight charges on citrus fruit and vegetables.

Prevented publication of rule prohibiting shipments to be billed to shippers "Order Notify."

Employed experts who made a comprehensive study of comparative transportation costs from Florida and other producing districts.

Had a complaint filed with the Interstate Commerce Commission requesting a readjustment of the present freight rate structure to all points in the United States and Canada, which if successful will mean an improvement in distribution and the reduction of millions of dollars in present line haul rates.

Employed expert commerce counsel to protect the horticultural and agricultural interests in an investigation of refrigeration rates from Florida ordered By the Interstate Commerce Commission.

THEREFORE, be it resolved that it is the sense of this Meeting that, since the welfare of the horticultural and agricultural interests of Florida depends on adequately and properly safeguarding these interests against the imposition of unjust or unreasonable transportation rules, regulations or tariffs, and on placing the producers and shippers of agricultural and horticultural products on a transportation equality as near as may be with other producing districts; it is felt these things can best be accomplished by the cooperation of agricultural and horticultural producers in support of The Growers and Shippers League of Florida, the present central agency organized to accomplish these purposes and which has already done so much in the protection of transportation interests of the producers of this State."

The same Resolution had previously been adopted by the Chamber of Commerce of Eustis, DeLand, Sanford, Seminole County, Orange County, Orlando, Winter Haven, Winter Garden, Ft. Pierce, Dunedin, Tampa Board of Trade, Clearwater, and Haines City, and favorable recommendations of similar purport by Chambers of Commerce at Bartow and Cocoa.

List your name for this Crop & Fertilizer Service

WE have prepared a new and interesting series of pamphlets on the fertilization of various crops. We will send you any of these pamphlets, and from time to time letters of information and suggestions which you will find helpful and profitable.

Each man in our nation-wide organization is fully qualified by training and experience to answer any questions about the proper fertilization of your crops. Call upon them. They will be glad to help you.

This service is offered without charge or obligation.

Cut out this advertisement. Write your name and address in the white space, mention your principal crops and mail it to the office.



**Chilean Nitrate of Soda
Educational Bureau**

57 William St. New York, N. Y.

Consider now ordering Fertilizer for fall application

"SIMON PURE AND GEM CITRUS BRANDS"

	Ammo.	Potash	A. P. A.
Simon Pure No. 1	4	12	6
Gem Fruit & Vine	3	10	6
Gem Citrus 4-12-6	4	12	6
Citrus Special			
2-10-10	2	10	10
Fruit & Vine 5 Per			
Cent Special	3	5	6
Citrus Special 4-8-8	4	8	8
Gem Orange Tree	4	6	5
Gem Tangerine	5 1/2	12 1/2	7 1/2
Satsuma Special	4	6	5

Get new price list, order early. QUALITY first, FAIR PRICES, PROMPT SHIPMENT. Thirty-five years manufacturing fertilizer for Florida Growers. CASH WITH ORDER DISCOUNTS THIRTEEN PER CENT.

E. O. Painter Fertilizer Co.
Jacksonville, Duval County, Fla.

Latest Farm News Direct from the Nation's Capital

KNOW the latest FACTS right from Washington, the center of farm news. The National Farm News. Is an independent weekly newspaper edited for farmers and rural folks by men who know agriculture. Prints truthful "first hand" news and information not found in other newspapers. NOTHING ELSE LIKE IT. Special trial subscription offer 10 weeks for

FREE Valuable souvenir of Washington sent FREE and POSTPAID to every new subscriber. Send 10c in coin or stamps to—
THE NATIONAL FARM NEWS
215-217 G St. N. W. Dept. XX Washington, D. C.

CITRUS COMMENTS

Continued from page 19

at 1 to 40 when the bloom is about three-fourths shed will check some of the scab and at the same time kill the rust mites and red spiders. A few young scabs and scale crawlers may also be killed. Some growers are very insistent on this early spraying with lime sulphur for the purpose of checking the rust mites and spiders.

If the scab is very bad a stronger fungicide will be needed such as bordeaux oil. This should be applied before the new growth starts and then again in late April to have a satisfactory effect on the severe scab infestations.

The bordeaux should be freshly prepared and to each tank full add oil-emulsion at about 1 to 50 or 1 to 60. Prepared commercial Bordeaux products are not as uniformly successful and efficient or safe as the Bordeaux that is made fresh just before it is used.

For scab, cover the foliage thoroughly on the pre-growth spraying and at the later spraying cover the foliage and young fruit thoroughly. Leave as much of the trunk and main branches as possible untouched by the bordeaux in order to save as much of friendly fungi as you can.

SALES REPRESENTATIVES MEET

The sales representatives of the Lyons Fertilizer Company held a two days meeting at the company's office in Tampa on January 3rd and 4th.

Salesmen present at the meeting were; F. S. Ballentine, Ft. Myers, A. W. Belleau, Tampa, V. E. Bourland, Winter Garden, K. E. Bragdon, Winter Haven, B. F. Connor, Bartow, E. B. Hadley, Bradenton, R. E. Lenfest, Winter Park, H. B. Little, Tampa, F. B. McClelland, Arcadia.

Matters pertaining to the proper fertilization of citrus groves were discussed by members of the Tampa organization of the company.

A spring business campaign was outlined by W. L. Waring, Jr., General Manager, and the meeting closed with a sales talk by President C. W. Lyons, who declared the meeting to be one of the peppiest affairs in his experience with fertilizer gatherings in Florida.

EVANS APPOINTED

**COUNTY AGENT IN
INDIAN RIVER CO.**

Appointment of W. E. Evans as county agent in Indian River County is announced by the Agricultural Extension Division of the University

THE CITRUS INDUSTRY

which supervises county agent work in the State. The appropriation for an agent was made by the Indian River County commissioners several weeks ago, and the Agricultural Extension Division has been looking for a suitable man to fill the place since that time.

Mr. Evans is a graduate of Ohio State University, where he specialized in horticulture and forestry. For 10 years he was assistant nursery inspector in Ohio, and for 1½ years he was horticulturist with the L. & N. Railway. He has also been salesman for a fertilizer and insecticide company for two years.

Mr. Evans has been living in Lake County, Florida, for the past several years and has been a partner in the ownership of a 200-acre nursery and grove in the county.

This is the first time Indian River County has had an agricultural agent since its creation in 1925.

Peninsular Paper Co.

Phone 4445 108 Tampa St.

Tampa, Fla.

Distributors of:-

Nibroc (no fuzz) Kraft Towels

Public Service Paper Towels

No Waste Toilet Paper

Roll Toilet Paper

Rex Powdered Paste

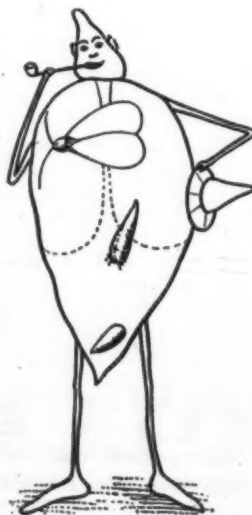
Jellitac Powdered Paste

Borax Twines

Electric Bulbs

Warehouse Brooms

LET US SERVE YOU



Ci Lea Says:

**"I wish you a Happy and
Prosperous New Year."**

A subscription to the Citrus Leaf will be a large factor in making Ci Lea's wish come true. The Citrus Leaf is a grove supervisor that tells you from month to month how to run

your grove to get best net returns. Such extra returns help to make and keep you happy thru the year. It costs you only a dollar for the year.

CITRUS LEAF

APOPKA

FLORIDA

Kill RED SPIDER

and other
Insect Pests

One application of VOLCK gives surprising control over red spider if applied on first appearance of the pest.

This highly improved contact spray covers the plants with a uniform oily film which saturates and penetrates both egg and adult with deadly effectiveness and acts as a repellent over an extended period in preventing re-infestation.

Equally effective against scale of all varieties, and many other insect pests.

Can be applied any time of year and has been used on the most tender plants without burning or injury to foliage or flower.



Write
for booklets.

VOLCK

for greenhouse and garden pests

CALIFORNIA SPRAY-CHEMICAL CO.
61 W. JEFFERSON ST., ORLANDO, FLORIDA
O. R. BLOIS, DISTRICT MANAGER

150-213

Rejection of South African Citrus Fruit Intended for Export

A South African newspaper, the "Cape Times", has the following statement under the caption "Trials of Citrus Exporters — A Grower's Bitter Complaint — Rejects Sent to Local Market."

"The position which has arisen once more owing to the rejection of citrus fruit intended for export at the Cape Town docks gives special point to some remarks made by Mr. R. W. Thornton, Director of Field and Animal Husbandry, Agricultural Department, in his annual report.

"Mr. Thornton prophesied that within the next five or six years the export of citrus fruit will reach a very high figure, estimated at from five to seven million cases, and emphasized the need of reducing the output of inferior citrus fruit to a minimum and of increasing the good exportable fruit to a maximum.

"Already, although the citrus export season is still in its early stages, it is only too apparent that a good deal of fruit is being packed for export that has no prospect of being passed by the graders. This results, in the first place, in a serious loss to the local market, where the rejected fruit is sent for disposal, to the great detriment of the Clanwilliam growers, who find an outlet for a good deal of their fruit in this market. It is reported that 'rejects' which are being sent to the market from the docks are now having a 'sinister influence' on the prices of the best Clanwilliam oranges.

"Last season, when the situation was complicated by the shipping strike and the consequent delay in getting the produce shipped, oranges were sold in Cape Town at as low as 9 pence (approximately 18 cents) per case of 200. The lowest figure which has been reached during the present season is about 4 shillings 6 pence (approximately \$1.08). Although the Clanwilliam grower is not receiving anything like the prices which he used to be paid in the days before the export trade became such a big item in the fruit industry, he has not so far had a great deal to complain of, but later in the season, if the proportion of 'rejects' at the docks is anything like what it usually is, the prices of oranges in Cape

Town will inevitably fall to an extremely poor figure.

"During the past season, over 30,000 boxes of oranges were re-packed at the docks. Up to the present time, about 2,700 have been repacked, so that the quantity of rejected fruit sent to the market so far is nothing like what it will probably be when the export trade is in full swing about August next.

"Definition of Grades.—The Citrus Regulations issued by the Government in March last define the three grades of oranges which may be exported, as follows:

'Fancy' fruit shall be that which is free from all blemish and injury.

'Choice' fruit shall be that which is sound in all respects, save for slight blemishes or other injuries which in no way affect the quality of the fruit other than its exterior appearance.

Fruit which is in all other respects equal to 'Choice' fruit but has been marked by hail or causes other than those specified in the following section but not to such an extent as to be unsightly, may be shipped, but the box shall not be marked 'Choice' but shall, in place thereof, bear the

word 'Standard'.

The following section, referred to above, reads: 'No fruit having scale or scale marks shall be exported, nor shall fruit having fungoid or mechanical injuries likely to cause waste be exported.'

"The rejections which have already taken place have caused a good deal of uneasiness amongst citrus growers in the Transvaal and elsewhere, and in this connection a letter received by a Cape Town firm from a large exporter is deserving of some notice: 'What is the matter' he asks 'that the fruit this season is being condemned in this drastic manner.' He continues, 'All ours is graded Standard, which allows a certain amount of marking on the fruit and a small amount of scale, but the fruit is not to be unsightly. Now the case we wired for, which had been condemned, is quite fit to pass. Some grapefruit had from one to three scale on them, others none, yet we had over 100 condemned and in repacking they only get some 30 odd packed. We had already lost through this condemning about 200 pounds sterling or more and cannot carry on

Continued on page 34

The Rare and the Unusual



In citrus as well as in tropical ornamentals can always be secured from the Royal Palm Nurseries.

Are you familiar with the new pink sport of Marsh Seedless Grapefruit being introduced by this firm under the name of

THOMPSON GRAPEFRUIT ?

We have a limited quantity of excellent stock on Sour Orange and Cleopatra Mandarin roots at \$2.50 each — \$22.50 per 10 — \$200 per 100.

As introducers of the Royal and Foster Grapefruit, Oneco, Mandarin, and Cleopatra root-stock we invite your attention to what we believe will in a few years become a leading commercial variety.

Reasoner Brothers'

ROYAL PALM NURSERIES



1226 Benedict Avenue
Oneco, Florida

PRIZE WINNING
PRODUCTS
 GROWN WITH
**WEST COAST
 FERTILIZER**

Experience and knowledge of soils have been the contributing factors to our success. We have studied the needs of the grower, the type of food required by certain crops and the elements necessary to produce healthy, abundant crops. It is a matter of great satisfaction to us that so many "Blue Ribbon" products are grown with West Coast Fertilizers.

West Coast Fertilizer Co.
 303 Zack Street, Tampa Fla.
 Phone 3774

JAPANESE
**Orange and Grapefruit
 Wrappers**

UNITED D

Tomato and Eggplant Wrappers

Printed or plain. Printing according to your own designs.

Printing plant and warehouses, Tampa, Florida.

Write us for samples and prices

UNITED PAPER CO.
 Atlanta, Ga.

**The
 Brogdex System**

- ¶ Reduces losses from Blue Mold Decay.
- ¶ Retards ageing, wilting, withering and shrinkage of Citrus Fruits.
- ¶ Makes icing unnecessary, thereby saving twenty-two cents per box.
- ¶ Gives better results than precooling with a much smaller initial investment.
- ¶ Keeps fruit so much better that consumer demand is increased.
- ¶ THE BROGDEX SYSTEM solves the problem of shipping fruit to Europe. California growers ship BROGDEX treated citrus to Japan.
- ¶ FLORIDA GROWERS can ship grapefruit from Tampa and Jacksonville to London and Paris.

ASK US FOR THE PROOF
Skinner Machinery Sales Co.
 B. C. SKINNER, President
 DUNEDIN, FLORIDA

**Let Us Supply Your
 Printing Needs**

For Grove, Packing House, Counting Room or Factory. Our equipment is complete, our service prompt and satisfactory and our prices reasonable.

Bartow Printing Co.,
 A. G. Mann, Mgr.
 Bartow, Florida

Owned and operated by The Citrus Industry

Tells Of South African Citrus Field

The tremendous growth of the citrus industry in South Africa, that portion of the "Dark Continent" inhabited by sturdy Dutch farmers and governed by Britian, was strikingly portrayed at the Winter Haven Chamber of Commerce luncheon by Mr. Van der Hock, a noted citrus expert of the Transvaal. Mr. Van der Hock is in the United States studying the citrus industry and just recently came to Florida from California, where he had spent some months studying conditions peculiar to the industry in that far western state. He was a guest of George R. Williams, field manager of the Polk County Sub-Exchange of the Florida Citrus Exchange, who graciously conceded his time as speaker to the visitor from overseas.

Van der Hock touched briefly on the citrus industries in California and Florida, showing some of the advantages of the latter state over the former in the matter of climate, irrigation and nearness to the markets, and then launched into an interesting presentation of the citrus business in South Africa.

The speaker stated that South Africa has an area of 450,000 square miles, a population of 8,000,000 of whom 1,750,000 are Europeans, mostly of Dutch extraction, and pointed out some of the agricultural and commercial pursuits of the country. In introducing the citrus theme, he stated that the industry had been founded since 1901, and had already developed into more than 50,000 acres of groves, many of them of large size and heavy bearing qualities, from which nearly a million boxes of fruit were shipped during the past year. At the present rate of increase, Van der Hock stated that the country would be shipping 3,000,000 boxes in 1930. All of this fruit is shipped to London, where a score of marketing agencies handle the fruit and distribute it. The cost of packing and shipping runs approximately \$2.40 a box, and the sales price ranges from \$3.50 to \$6.00, giving the growers from \$1.10 to \$3.60 per box net. The fruit is packed in the fields, the picking and packing process being similar to that employed in the United States. Negro and white labor is employed in all departments of the work. The fruit is inspected, graded, wrapped and shipped similar to the American product, the speaker declared.

Mr. Van der Hock touched extensively on the growing of the fruit

and the difficulties met with in growing, shipping and marketing, problems which he declared were similar to those of the United States. However he stated that the growers in South Africa seemed more united than in this country and consequently had more success in obtaining uniform prices year after year.

Following the address, Mr. Van der Hock was besieged with questions and for another half hour was called upon to explain the soil, climatic conditions, storage, shipping facilities and the like. He showed that South Africa still suffers from lack of proper shipping facilities, but stated that the steam ship companies were preparing to extend their lines and make ready for the handling of a greater volume of fruit in the future.

The theme of citrus was continued after the address when Secretary Sampson read a letter from A. P. Cody, of Frostproof, urging that the Chamber vote in favor of the naming of a fruit commission to control shipments from the state. On motion of A. E. Walker, the Chamber voted to pass a Resolution to be presented at the Fruitman's Club meeting at Haines City asking that that organization consider ways and

means of having such a measure adopted.

Commercial plantings of the tung-oil tree, a recent introduction of the department from China, have now reached a total of about 1,500 acres. The new industry is centering in north-central Florida, and is being fostered by interests connected with the paint and varnish industries, in which tung oil is an important factor. Most of the bearing trees are young, and consequently the seed crop small. All available seed is still being used for planting purposes. While there is at present an ample supply of tung oil from China for the needs of American manufacturers all that is received is more or less adulterated or otherwise inferior in quality and there is a need for a commercial supply of the pure oil. The imports during the calendar year 1925 amounted to 101,550,000 pounds, with a declared value of \$11,385,000.—1926 Report of the Secretary of Agriculture.

Many will sympathize with your misfortune; it is a real friend who honestly rejoices in your success.

During Thirty-three Years

—this splendid old South Florida Bank has grown and progressed with Tampa and the surrounding territory.

Each passing year has added to its strength and to the scope of its Service, and it offers every modern convenience for the transaction of your banking business. It is

—a Dependable and Responsible Bank for Dependable and Responsible People

The Exchange National Bank of Tampa



Skinner Again Heads Growers and Shippers League of Florida

At the Annual Meeting of the Growers and Shippers League held in Orlando, Friday, December 17th, Mr. L. B. Skinner of Dunedin, who has been President of the League since its organization, was unanimously re-elected for the ensuing year.

Mr. L. W. Tilden of Winter Garden was re-elected Vice-president and Mr. S. O. Chase, of Sanford, Treasurer.

The following Directors were chosen as Directors of the League for 1927.

Alexander & Baird Company, Beresford, Fla., represented by I. C. Smith.

American Fruit Growers, Inc., Orlando, Fla. F. L. Skelly.

American Fruit Growers, Inc., Sanford, Fla., W. M. Scott.

Chase & Company, Orlando, Fla., S. O. Chase, Sanford.

Florida Citrus Exchange, Tampa, Fla., E. L. Wirt, Bartow.

Fugazzi Bros., Clearwater, Chas. Fugazzi, Clearwater.

Gentile Bros., Orlando, Lawrence Gentile.

S. J. Sligh & Company, Orlando, S. J. Sligh.

R. D. Keene & Company, Eustis, R. D. Keene.

L. Maxcy Company, Frostproof, C. A. Stewart.

W. H. Mouser & Co., Orlando, W. H. Mouser.

Leesburg Truckers' Assn., Leesburg, Fla., F. W. C. Kramer, Jr.

Lee County Packing Company, Ft. Myers, D. H. Lamons.

Manatee County Growers' Assn., Bradenton, H. T. Bennett.

Manatee Fruit Company, Tampa, W. H. Preston.

J. J. Parrish, Titusville, J. J. Parrish.

Sanford Oviedo Truck Growers, Sanford, R. A. Cobb.

John S. Taylor & Company, Largo, John S. Taylor.

Standard Growers Exchange, Orlando, V. B. Newton.

L. W. Tilden, Winter Garden, L. W. Tilden.

Welles Fruit & Live Stock Co., Arcadia, Edward Welles.

Winter Park Fruit Company, Winter Park, M. A. Peach.

The same Executive Committee which has served the League so effectively during 1926 were unanimously re-elected for 1927. The Executive Committee consists of:

Messrs. E. L. Wirt, President of the Florida Citrus Exchange, Tampa. J. C. Chase, Chairman of Chase and Company, Orlando. F. L. Skelly, Gen. Mgr. of American Fruit Growers, Inc. Orlando. V. B. Newton, Vice-Pres., Treas., of Standard Growers Exchange, Orlando. E. D. Dow, Traffic Manager, of Florida Citrus Exchange, Tampa.

Mr. J. Curtis Robinson, who has been Secretary-Manager of the League since its organization in 1923, was unanimously re-elected to the same position for the year 1927.

The Executive Committee passed a resolution expressing their thanks, appreciation and acknowledgment of work done by Mr. J. Curtis Robinson, Secretary-Manager and his assistant, Mrs. J. B. Hunter, during the past year.

The Growers and Shippers League has completed the most active year since its organization.

ALLEN PICKING BAGS



Patent
1066454



Best Bag Made now ready for delivery.

Purchase through your Jobber or order direct from us.

Allen Picking Bag Co.
Orlando Florida

REWARD

Five Tons of Fertilizer to be Given Away
In 1926 we asked the growers of Florida to Make a Test with NACO Fertilizers on part of their acreage.

Many hundreds of tests have been made and to the best of our knowledge, with but one exception every user of Naco Brands has had results that are remarkable. Careful observation in the field makes us feel that

In point of yield in 1926
The Best Crops had NACO Brands
and Nitrapo under them.

We want to Find Out.

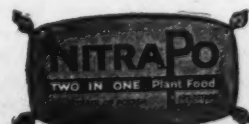
That is why we are now offering five prizes of one ton each of any Naco Brand fertilizer, for the best TRUE letters telling us of actual results either with our brands or with any other fertilizers.

Our new price list is just off the press. Have you a copy.

NITRATE AGENCIES
COMPANY

Sole Importers of
Genuine Peruvian Guano — Nitrapo
Peninsular Casualty Bldg.
Jacksonville, Florida

Branch Offices
New York, N. Y., Bayonne, N. J., Baltimore, Md., Wilmington, N. C., New Orleans, La., Havana, Cuba, San Juan, P. R.



Thirty-four

THIRD ANNUAL SESSION POLK COUNTY ORANGE FESTIVAL TIVAL OPENS JANUARY 20

Continued from page 18

Packer's Contest

Something unique in the way of an attraction at a public exposition is promised the visitors to the Polk County Festival, when the "Packer's Contest" is staged on the second evening of the Festival. The Contest has been devised by the Entertainment Committee, and while an entertainment feature will also be a matter of real information for the tourists, many of whom are unfamiliar with the process of packing fruit.

Each citrus packing house in the county—of which there are thirty or more—is asked to select its more speedy packer and enter him (or her) in the contest, which will be held in a centrally located spot — possibly the park — in Winter Haven. The packers will try their skill at packing a box of oranges. The one showing the greatest speed will be rewarded with a \$50 cash prize, the second speediest a \$25 cash prize, while the one finishing third will be given a \$10 cash prize. The contest will be judged by three packing house managers of Polk county. The hour for the contest has been set at 8 o'clock.

The Committee stated today that since the exposition is primarily a citrus festival, everything possible should be done to carry out the citrus idea, which resulted in the plans for the Packer's Contest. This is the first contest of the kind to be held at a citrus festival here, and it is believed will attract a large crowd of Polk Countians as well as tourists.

In addition the Committee is preparing a program which will contain many interesting features and will give the Festival an unusually strong array of features to keep the interest of the people at top notch during the three days of the Festival.

REJECTION OF SOUTH AFRICAN CITRUS FRUIT INTENDED FOR EXPORT

Continued from page 30
like that."

"Inquiries made by a 'Cape Times' representative show that although there may this season be rather a tendency towards increased strictness on the part of the government graders, there is no doubt whatever that a large quantity of citrus fruit is sent from up-country farms which is unsuitable for export. A common cause of trouble last season was the weak condition of the fruit following upon unseasonable rains, which rendered it soft and unfit for the journey. This

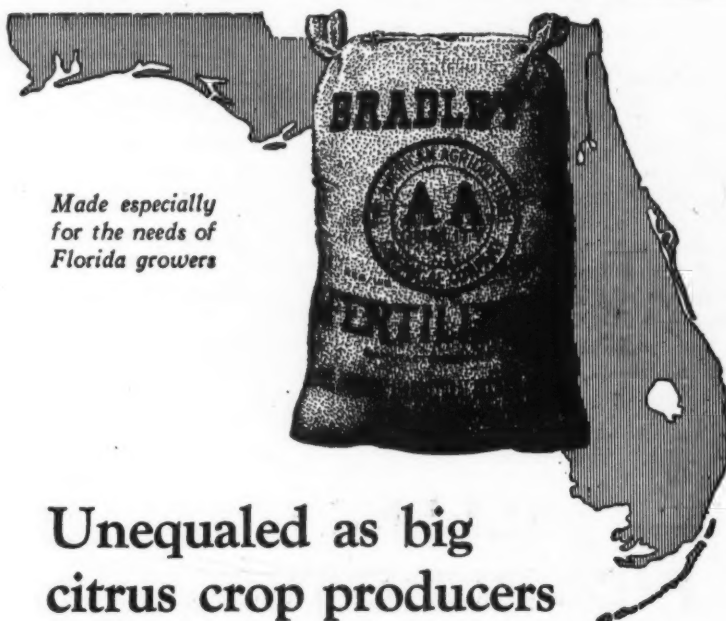
THE CITRUS INDUSTRY

has not been so apparent during the present season.

"A frequent cause of rejection is that oranges are packed which have been attacked by the fruit fly or the codlingmoth. Although to the nonexpert eye, this fruit may appear to be quite sound, at any rate, for a few days, the expert detects at once that it will not stand the strain of export conditions. Sometimes as much as 10 or 20 per cent, of this fruit, when it arrives in Cape Town, is already affected with the blue mold. Another cause of rejection is that fruit arrives at the docks in a bruised condition, mostly due to rough

handling in the packing.

"Last season, the practice at the docks was for rejected cases to be repacked for further submission to the graders, if the producer so wished. During the present season, the practice has been modified to this extent, that producers may not re-pack their fruit unless the grader first approves. Should he be of the opinion that any cases should not be repacked, the only alternative for the exporter is to send his 'rejects' to the local market, and thus minimize his loss so far as he can."



Unequaled as big citrus crop producers

BRADLEY'S Fertilizers have an unequaled record for producing big crops of heavy, fine-flavored, profitable fruit. That's because they are special citrus fertilizers—they contain the food elements that citrus trees need.

Don't take chances with your citrus trees. Use these proved, dependable Bradley

Fertilizers. There is over half a century of manufacturing skill back of them—and that means perfect mechanical condition and complete availability to the growing trees. And years of practical tests in our own groves guarantee that these fertilizers will make your trees produce maximum yields of fruit.

BRADLEY'S "AA QUALITY" FERTILIZERS

Manufactured only by

THE AMERICAN AGRICULTURAL CHEMICAL COMPANY
Jacksonville

Stapleton, W.M.

January, 1927

AUSTRALIAN CITRUS

EXPORTS GUARANTEE

In a report made public by the Department of Commerce, Mr. W. M. Stapleton, American Vice Consul, at Sydney, Australia, states that during 1925 many citrus growers in New South Wales (Australia) lost money on exports of oranges to London, and were surprised to find that the Federal Export Guarantee was not available to them. The guarantee referred to went into effect in 1924, the Australian government agreeing to refund to Australian citrus exporters their packing and shipping expenses if their fruit reached foreign markets in an unsalable condition. Australian growers thought that the same guarantee was in effect in 1925, but when they applied for payments on shipments which proved unsalable, they were informed that the government would pay to the extent of 5 shillings (approximately \$1.20) a case of citrus fruit on a system of payment which averaged shipments for the season. The State Fruit Advisory Board of New South Wales, therefore, decided to ask the Australian government that the 1924 arrangement be reverted to and applied to the 1925 citrus exports.

Mr. Stapleton also states that the Minister for Agriculture (of New South Wales) referred to the State Fruit Advisory Board of New South Wales a proposal from the South Australian Minister for Agriculture for the compulsory export of a portion of every grower's crop of oranges. The Board was opposed to the suggestion and resolved to recommend that assistance should be afforded those growers who exported citrus fruit from New South Wales by a continuance of the insurance fund; also that further investigation should be made by the Australian government into the cause of deterioration of citrus fruit in transit overseas.

A BEAUTIFUL WEST FLORIDA GRAPEFRUIT GROVE

The small grapefruit grove of L. H. Brown, adjoining his residence, at St. Andrews Bay, Florida, is a beautiful sight at this time, with its ripening fruit. The fruit is of large size, and the trees are very heavily loaded, the writer having counted 39 large fruit on one limb, says the St. Andrews Bay News.

One tree has a peculiar bunch of fruit of six in number, the fruit being entirely different in appearance from the rest on the tree. They are rough on the surface, and of a different shade of yellow. It is said

THE CITRUS INDUSTRY

that the shoot, about twelve inches in length, upon which these fruit are growing started out from the parent stem last May, since which time the shoot has produced the blossoms and the six fruit mentioned.

GOLD AT END OF THE RAINBOW

Gold at the end of the rainbow is no longer a "mirth" to Pa and us, we have actually seen the phenomena. Coming from Polk County Press meeting in Lake Wales Saturday afternoon, the sun shone out through the rain long enough to form a gorgeous double rainbow, and one end of it reached down through a beauti-

Thirty-five

ful grapefruit grove, covered with great globes of gold. We remarked, "there, indeed and, in fact, is the Bag of Gold at the end of the Rainbow."—"Ma" Ruhl in Frostproof News.

There's gold on the orange
In Florida land
As though encircled
With a gleaming band.
And glinting and shimmering
On a sunshiny day
Each sunkist globule
Sends a golden ray.

Gratitude of farmers with whom they work is one of the rewards of county agricultural agents.

"The Spring Impulse In Citrus Trees"

From the pen of Florida's leading citrus authority, Prof. Bayard F. Floyd.

Scab, Aphids, and Rust Mites must be given vigorous attention or they will greatly reduce the quality and quantity of fruit.

Directions for the prevention and control of these and other troubles are given in that section devoted to Spring Grove Practices.

This book is not for sale — but will be mailed free to CITRUS GROWERS on request.

Price List No. 35 gives prices of the IDEAL FERTILIZERS recommended for the spring application

Wilson & Toomer Fertilizer Company

Jacksonville, Florida

By A. M. Pratt

Every night you are given the sales of citrus fruits at auction for that day. This same information is published in detail in the Morning Sentinel and other papers. It is now being accepted and relayed to all principal papers by the Associated Press. It is known as the "Citrus Auction Index". It is truly an index of the market—important because the bidders in eight different auction cities show by the prices realized the values that the highest bidders place upon the offerings of that day. This information is also important because every year Florida sells over 50 per cent of her whole citrus crop that way, and California sells 40 per cent of her oranges at Auction.

The average prices given on the total number of cars sold at each point is the general average that all those cars sold for. The price realized is the price on the Delivered basis from which a grower must deduct auction charges of about 2 per cent, or say 10c per box; also deduct transportation charges from 90c to \$1.00 per box. Therefore, to put the Auction Averages on an FOB basis we should deduct from \$1.00 to \$1.10 per box. Then to reduce FOB values to a net on the tree, growers should deduct from \$1.00 to \$1.25 to cover picking, hauling, and packing. In other words, from Auction Averages a grower should deduct \$2.00 to \$2.25 to figure back to net returns on the tree. From FOB prices (which are also given every night) a grower should deduct \$1.00 to \$1.25 to cover estimated expenses of picking, hauling, and packing.

FOB means "free on board" car at shipping point—free of any additional expense to buyer for packing, etc. Delivered values include all charges; i. e., freight, icing, packing, picking, and hauling. A Delivered price is therefore a price based on delivery to the buyer's door at destination without any of these expenses to be added.

The averages given for sizes are averages realized on the particular brand reported—usually on Goldens of that brand, and are offered as representative of the market as to relative values on sizes.

These prices by sizes are very important for instance in a period like the present where small sized oranges are selling for so much less money than medium to large sizes. Take for instance a recent report

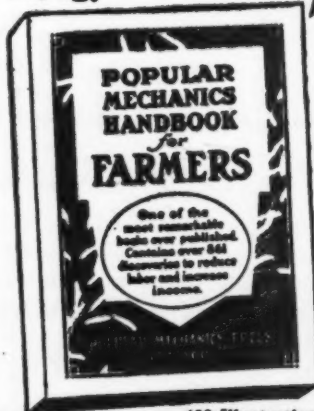
THE CULTIVATION OF CITRUS FRUITS

By H. HAROLD HUME
Illustrated

The author of this manual is recognized throughout Florida and the Gulf Coast as an authority on citrus fruits, but his book is not confined to this region. Mr. Hume has been a teacher and investigator in the University of Florida, and is now a citrus-grower and nurseryman of large experience. This new book is founded on the author's "Citrus Fruits and Their Culture," long a standard treatment in its many editions. The present work, which is abundantly illustrated, considers the whole subject of the culture of oranges, kumquats, grapefruit, lemons and others, as varieties; land and location, propagating, planting, tilling, fertilizing, pruning, spraying, harvesting, shipping, and marketing. The author also discusses the botany of the group, history, breeding, insects, diseases, and related questions. This book promises to become the standard treatise for its field. Price \$5.00.

THE CITRUS INDUSTRY
TAMPA, FLORIDA

Gold Mine of Ideas Only \$1. for Farmers



Here's "the most remarkable book ever published for farmers," says one authority. It is remarkable in the extreme practical nature of its contents, in the wide range of farm subjects covered, in the world of illustrations it contains, and in the extremely low price.

861 Discoveries

One discovery sometimes makes a fortune. Here are 861 of them, any one of which may be of many dollars value to you. These discoveries may be classified as follows:

- | | |
|--------------------------------|--------------------------------------|
| 118 for the farm shop | 7 on greenhouse work |
| 25 on fencing | 22 on farm tools |
| 78 on auto, truck, and tractor | 14 on garden work |
| 61 on farm buildings | 34 on poultry |
| 24 on field machines | 17 on the lawn |
| 48 on concrete work | 149 on household help |
| 22 on orchard work | 78 on miscellaneous farm work |
| 21 on painting | 16 on hunting, fishing, and trapping |
| 18 on live stock | |
| 25 on electrical work | |

—and every plan has been tested and found to be a money-saver. Most of the articles are illustrated with photographs or drawings. The devices described are easy to make because of these pictures and clear descriptions.

683 Illustrations

Suppose you could live your life 417 times

How you could forge ahead of other farmers in a way that would insure you liberal and steady profits! This book enables you to do the next best thing—you may have the experience of 417 lives—experience of successful farmers as told by themselves—briefly, clearly, completely. And many of these experiences are illustrated with accurate drawings! Imagine 370 pages chock full of ideas—683 crystal clear illustrations. Just think of the value to you!

Just send \$1 and the book will be mailed to you postpaid

Together with a full year subscription to THE CITRUS INDUSTRY. Just enclose a dollar with your name and address, and the book will come forward by mail postpaid and your name will be entered for a year's subscription to the magazine. If you are already a subscriber, your present subscription credit will be advanced one year.

Address

THE CITRUS INDUSTRY
TAMPA, FLORIDA

January, 1927

—the Index on the average price received at all Auctions was \$3.25 delivered for 288s on good representative brands. On 176s the average was \$5.26, or \$2.00 higher. 216s on account of their abundance sold for 53c less than 200s. 250s sold for 80c less than 216s, and 288s sold for 50c less than 250s. All of which shows the necessity of picking for sizes and allowing 250s and smaller to stay on the trees and size up.

FRUIT COMPANY MOVES

Offices of the Florida Fruit Company of Bartow have been moved to Fort Meade and established in the enlarged packing plant of the Fort Meade Packing Company, which is owned by the same interests. The local plant is now running at full capacity. According to C. G. Bouis, manager, it is expected that 250 cars of fruit will be packed in this plant this season.

MORE SWEETNESS

Lovers of cane sirup will now be able to obtain the genuine sugar-cane flavor in an entirely new form. A new product called "cane cream" has been originated as a result of experiments by the Bureau of Chemistry

THE CITRUS INDUSTRY

of the United States Department of Agriculture. The new product is made entirely from the juice of the sugar cane. Nothing is added and nothing is taken away. It has the color of cane sirup and the smooth, attractive consistency of the soft centers of chocolate-coated cream candy. In fact, cane cream is made by the same process as is used in candy factories for making candy cream centers.

LENFEST JOINS

LYONS COMPANY

Mr. R. E. Lenfest who for many years has been a leader in horticultural work in Florida has recently joined the Lyons Fertilizer Company of Tampa as district manager in the Orlando territory.

Mr. Lenfest is well known to the growers of the state through his years of service and intimate connection with field work in citrus groves. His first commercial connection in Florida was with the Florida Insecticide Company. Later he became connected with the Exchange Supply Company as field manager and for the past several years has been connected with the Orange County Citrus Sub-Exchange as manager of the horticultural department.

Thirty-seven

For several years Mr. Lenfest has conducted the "Citrus Comment" department in The Citrus Industry and will continue to have charge of this department as heretofore, a fact which will be noted with satisfaction by the readers of this publication.

Mr. Lenfest is recognized as one of the leading horticulturists in the state and one of the best posted men in Florida on grove practices and cultural methods. His acquisition by the Lyons Company should greatly strengthen that organization.

INVENTION CAUSES

PRIORITY CONTEST

The Commissioner of patents at Washington has declared a priority contest or interference proceeding between the application of Grady Zellner of the Zeltroide Chemical Corporation and patent 1,571,938, which was granted February 9, 1926, to Harry R. Fulton and John J. Bowman of the United States department of agriculture.

The invention in controversy is a process for preparing fresh fruit and vegetables for market by applying a solution containing borax and sodium carbonate.

We extend a cordial invitation to every GROWER, or person interested in FERTILIZER to visit our splendid new plant during The South Florida Fair, February 1st to 12th inclusive. We want the pleasure of showing you the actual manufacture and shipping of our ORANGE BELT BRANDS.

Here you will find the latest type of machinery for handling materials in great quantities, with storage facilities for a large amount of materials. The manufacturing capacity of the new plant is 45,000 tons per annum.

Visit the

POLK COUNTY ORANGE FESTIVAL, WINTER HAVEN

January 20-21-22

THE SOUTH FLORIDA FAIR, TAMPA

February 1-12th



"QUALITY FERTILIZER FOR QUALITY FRUIT"

Light Doubles Crops at Little Cost, Says Engineer

How artificial light can be used to grow flowers and vegetables at twice their ordinary rate of growth and thus double crops at very little cost, was demonstrated by R. L. Zahour, illuminating engineer, of the Westinghouse Lamp Company, to a large number of horticulturists, in Atlantic City to attend the convention of the New Jersey State Horticultural Society. A miniature greenhouse equipped with proper lighting and a number of Christmas plants were used by Mr. Zahour to explain his talk, which was also illustrated with photographs and charts covering a series of tests made by him over a period of two years. The greenhouse, which is set up at the Westinghouse Permanent Exhibit on the Boardwalk will remain on view for two weeks, for the benefit of visitors who are interested in horticulture.

"Much has been said and written about the time when the food consumption rate of the world will overtake its production", said Mr. Zahour. "Statistics show that the pop-

ulation of the United States is increasing faster than the agricultural production of this country, and that if the present rate of increase continues, in fifteen years our consumption will equal our production. The rich lands of the country are very largely under cultivation now, so that increased agricultural production will have to be brought about mainly by increasing yields on fertile lands and by making poor lands more productive.

"Artificial light will play a prominent part in solving this problem. Our tests have proved that it is possible through the proper use of artificial illumination to grow many vegetables, as well as flowers, at twice the rate of their normal growth. Moreover, it is possible, by furnishing additional "daylight", to grow many varieties in territories where they would not produce satisfactorily under normal conditions because of insufficient light.

Mr. Zahour explained that plants assimilate carbon, which is necessary

for their growth, only under the stimulation of light. Therefore, the longer plants receive light the more "food" they secure and the faster they grow. Of course, plants require a rest period, just as men and animals do, therefore artificial light should be supplied for only a few hours per night,—five hours were found to be about right,—leaving the balance of the night for rest.

"The first tests made on plants showed that vegetables and flowers grown from seed with the assistance of artificial light grew almost twice as fast as those grown under normal conditions," stated Mr. Zahour.

"Tests were then made on plants grown from bulbs, which cover the majority of the flower plants grown in greenhouses, particularly those grown in the early spring for the Easter market. It is in connection with such plants that the use of artificial light is particularly valuable to the greenhouse grower, as having a supply of artificial sunshine "on tap" enables the grower to control exactly

COOPER CORDS



SOUTH FLORIDA'S FAVORITE TIRE

ALL POSTAGE PREPAID BY US ON MAIL ORDERS. Regardless of where you live you may now enjoy TAMPA PRICES; simply send us an order for your tire needs. NO DELAY, we ship first mail. COOPER TIRES have long been known as one of the FINEST. Their BIG, HEAVY two-way tread design assures correct traction and SKID-INSURANCE. DOUBLE-WEIGHT BEAD FOUNDATION an exclusive COOPER feature (Meaning COOPER CORDS are two times as heavy at the base of side-wall, the point of greatest strain).

PRICES UNDER OTHER STANDARD MAKES — QUALITY UNDER NONE

HIGH PRESSURE SIZES			BALLOON SIZES		
SIZE	COOPER CORDS		SIZE	COOPER CORDS	
30x3 1/2	NORMAL SIZE	\$ 9.00	29x4.40	BALLOON	\$11.20
30x3 3/4	OVERSIZE	11.00	29x4.95	BALLOON	16.80
31x4	OVERSIZE	16.90	30x4.95	BALLOON	17.40
32x4	OVERSIZE	17.75	30x5.25	BALLOON	19.50
32x4 1/2	OVERSIZE	24.15	31x5.25	BALLOON	20.15
33x4 1/2	OVERSIZE	25.10	30x5.77	BALLOON	22.95
34x4 1/2	OVERSIZE	26.00	33x6.00	BALLOON	24.35
33x5	OVERSIZE	32.85	32x6.20	BALLOON	28.10
35x5	OVERSIZE	35.80	33x6.20	BALLOON	28.70

ANY SIZE IN OUR LARGE STOCKS. WRITE FOR TRUCK TIRE PRICES

AMERICAN TIRE COMPANY

912 FLORIDA AVE.

TAMPA

PHONE 4245

January, 1927

the date on which his flowers will be ready for market. The grower plants his bulbs, and figures that it will take a certain length of time for them to blossom after root and top growth have been obtained. But supposing, as is frequently the case, a week or so of dull weather intervenes just before Christmas or Easter, or whenever he wants his flowers ready for market. The plants cannot blossom without sunlight, so that instead of the flowers being ready for the market at the time when they will bring good prices, they may not bloom until after the big demand is over. So the grower faces partial or absolute loss of his valuable crop. However, if he has artificial lighting in his greenhouse, he can be absolutely certain of having his flowers ready for any date, no matter what the weather conditions may be. Moreover, greenhouse space is very valuable, and the use of lighting, which enables the grower to force his plants twice as fast as usual throughout the entire year, means almost double production for the space available.

It has been found, according to Mr. Zahour, that the proper lighting installation consists of 500, 750 or 1000 watt lamps in deep bowl metal reflectors, to concentrate the light directly on the plants. The reflectors

THE CITRUS INDUSTRY

must be on an adjustable frame so that they can be raised as the plants develop.

A successful lighting schedule has been developed whereby the lamps are turned on at 9 or 10 o'clock each evening, burning until 2 or 3 A. M. and preferably being controlled by a clock or time switch. With frequent watering the length of burning time may be increased during the period of germination.

CHEAP ORANGES FOR EUROPEAN MARKET

Under date of July 2, 1926, the "Rand Daily Mail", a South-African daily, states that "it is clear that growers and exporters will have to devote greater attention to the task of placing a cheaper orange on the overseas market. Prominent members of the fruit trade have repeatedly declared that what is needed in England is the penny orange. Mr. C. J. Pienaar, the Union's Trade Commissioner for the Continent of Europe, now states that if South African oranges could be retailed in Germany at five pfennings instead of eight, every child in that country would eat oranges. The problem to be solved by the citrus industry can, therefore, be stated in the simplest terms. Not

Thirty-nine

only must the child's taste be studied but also his purse.

"The matter is one which closely affects South Africa. Millions of trees have been planted in this country, and it has been officially estimated that in 1930 at least six million cases of oranges will be available for export. What this means may be judged from the fact that a specially chartered vessel last year took about 100,000 cases, or 15,000,000 oranges. On this basis, hundreds of millions of oranges will be shipped in four year's time. Sold at a penny or five pfennings each, it would mean a return of several million pounds.

"Manifestly, producers alone cannot do what is asked of them. Marketing methods have also to be improved. According to the recent report of the Imperial Economic Committee, 'the average cost of distributing imported fruit within the United Kingdom about equals the whole cost of growing, carrying, and hauling up to and including primary sale in the United Kingdom.' Consequently, there is room for reforms in this direction. Meanwhile, growers and exporters must get their costs down to the lowest figure by cooperation and in other ways. Both Europe and South Africa are looking for the penny orange."

Tampa Jockey Club

Tampa Downs

JANUARY 15 TO FEBRUARY 26 INCLUSIVE

SEVEN RACES DAILY

RAIN OR SHINE

1st Race — 2:30 P. M.

Special Seaboard Air Line train leaves Tampa Union Station 1 P. M. daily

ROUND TRIP FARE — 75c

Aim to Develop Florida Fish and Fruit Business

Reconstruction of the million dollar packing plant of Armour and Company at Eighth street and Talleyrand avenue Jacksonville, into a vast fish and citrus fruit freezing and storage plant has been launched and marks the first step in the intensive development of Florida's basic industries for year 'round markets in the northern states and Europe, according to Mark Hyde, refrigeration engineer of the Armour company, who is in Jacksonville superintending the rebuilding of the packing plant.

The Armour company's huge packing plant which has been closed except for cold storage purposes since 1919, is being rebuilt and enlarged for fish freezing and storage, for citrus storage, and for general cold storage, Mr. Hyde announced. It will be for public use. The Armour company will handle the freezing and storage only and will not market the products under its own brand.

The reconstruction has already progressed to a point where one section of the freezing department with a capacity of 40,000 pounds of fish daily has been completed and one section of the new freezer storage plant with a million pounds capacity is ready for use.

May Double Capacities

In rebuilding the plant, the designs have been so drawn that the capacities of both freezing and storage sections can be doubled, according to Mr. Hyde.

The three freezer rooms which are to be opened for public use are approximately 70 by 70 feet in dimensions and will have temperatures of zero, 10 degrees and 20 degrees above zero, respectively. Three cooler rooms of the same size are to be erected and will have temperatures ranging from 30 to 40 degrees above zero. Facilities will also be provided for common storage of vegetables and nuts not requiring low temperatures.

The orange storage room will be ready for the April orange crop, Mr. Hyde said. He explained that the cold storage of citrus fruits is still in an experimental stage and that for the first year the capacity of the plant will be 10,000 boxes stored in sections under slightly different conditions to determine the best storage methods and temperatures.

The reconstruction and reopening of the Armour plant as a public cold

storage plant and the construction of a large new building by the local distribution branch of the Armour company which is under the management of Mr. L. M. McCook and separate from the storage plant, are evidence of this company's faith in Jacksonville's future.

Meets Distinct Need

The new storage plant will meet a need that has been felt in Florida for many years, according to Mr. Hyde, who declares that it will prevent the huge loss caused to Florida fruit growers who have heretofore been forced to place their entire crop on the market during plucking season because of lack of storage facilities.

With the development of fish freezing and adequate citrus storage facilities in Jacksonville, Mr. Hyde sees a great expansion of the local fishing industry, greatly increased port traffic because fish and fruit will be shipped from this port in refrigerated ships to northern and foreign ports, and more prosperous conditions for citrus growers who will henceforth be in a position better to control the market by releasing their fish and fruit as the demand requires.

Local shipping companies are already planning to handle shipments of precooled fish and fruits, according to Mr. Hyde, while the port commerce will be increased through the additional shipping which will come here to distribute the commodities to northern and foreign ports.

Jacksonville was chosen for the location of the storage plant after the Armour company, through Mr. Hyde, who is general manager of the Armour cold storage plants in Florida and Georgia, made a survey of the state and had narrowed the field to Jacksonville and Tampa.

This city was chosen over its closest rival because of its importation facilities and its almost ideal situation in relation to the production field and the markets, Mr. Hyde said.

Close on the heels of the establishment of the storage plant will come development of the use of citrus by-products, Mr. Hyde predicted. The orange and grapefruit peels discarded by the fruit canning factories as well as inferior, unmarketable fruit and drops are rich in by-products such as citric acid, cellulose, essential oils and other produces, Mr. Hyde said.

"While the coming here of large capital as represented by the investments of Henry Ford, August Heckscher, Dupont and other wealthy men is indicative of the fact that Jacksonville is growing rapidly, nevertheless, these are secondary to Jacksonville's and Florida's basic resources—fish, citrus fruits and climate," said Mr. Hyde.

"Florida's fish are of a grade and delicacy unobtainable north of Florida waters and fish experience of a person eating a lobster, a pompano, a bluefish or one of the other epicurean delights our waters produce, causes him to wonder why he cannot obtain such fish in Northern markets. By taking these fish immediately after they have been caught and freezing and keeping them in rooms with a temperature below zero, then packing them for shipping as carefully as oranges or poultry are packed, they can be placed on northern and European markets in perfectly edible condition.

Modern Facilities

"The Armour cold storage warehouse will have modern facilities for washing, freezing, storing and packing these fish for the development of the New England and European trades. One section of the fish freezing department of the plant with a daily capacity of 40,000 pounds and one section of the new freezer storage plant with a capacity of 1,000,000 pounds, have already been completed.

"The fish industry, important as it is, is really secondary in Florida's resources to the citrus fruits. For years every one connected with the citrus industry has been asking why all the fruit should be sacrificed during the plucking season when every other food commodity is placed in storage during the period of maximum production and is held over against the period when there is no production, thus establishing a balance insuring uniform prices throughout the year.

"One of the most notable achievements in this method of handling fruit is that of the apple industry where almost every box of fruit plucked is stored before being distributed.

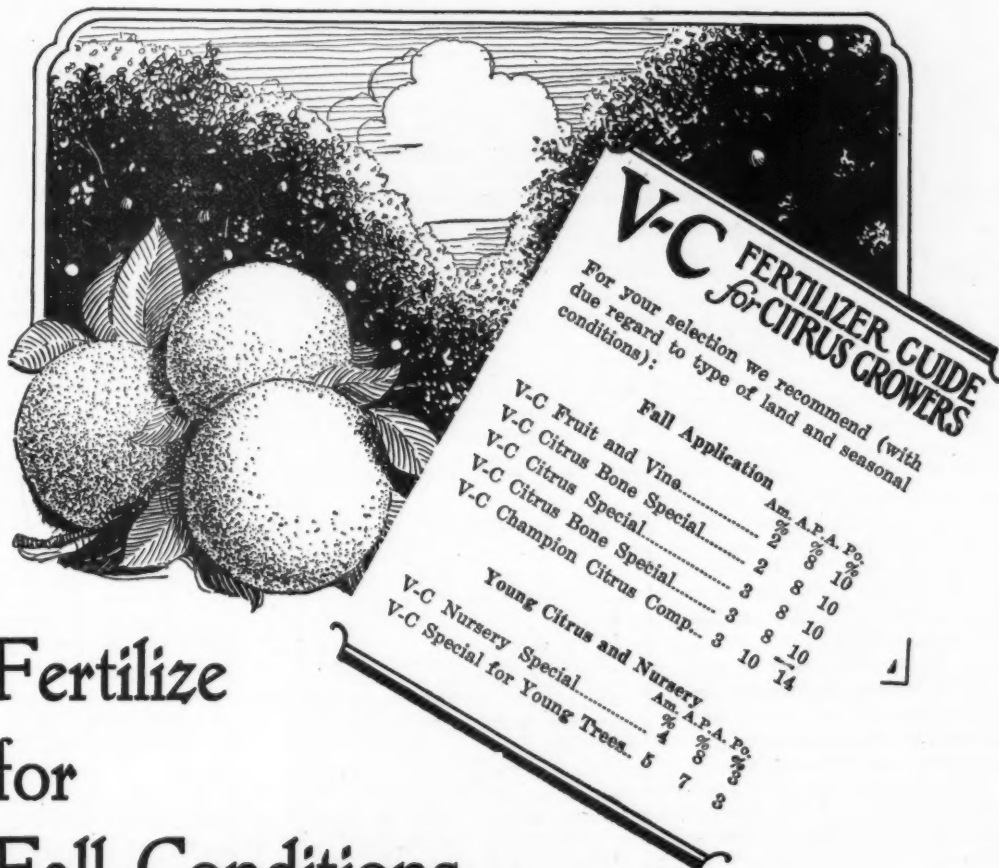
"In Florida at present both oranges and grapefruit must go into immediate consumption because no adequate storage facilities have been

provided for handling the fruit into the following summer and fall. One of the most frequent criticisms visitors to Florida make is that during the winter months when they are not particularly thirsty, they can

have all the orangeade they want made from oranges costing one cent each. During July and August when they are hot and thirsty, they have difficulty in obtaining the drink and then it is made from those same or-

anges in shrivelled condition but costing from 10 to 15 cents apiece.

"By shipping the fruit in pre-cooled cars direct to terminal warehouses on the seacoast which are equipped with facilities for handling it and



V-C FERTILIZER GUIDE
for CITRUS GROWERS

For your selection we recommend (with due regard to type of land and seasonal conditions):

	Am.	A.P.A.	Po.
Fall Application			
V-C Fruit and Vine.....	2	8	10
V-C Citrus Bone Special.....	2	8	10
V-C Citrus Special.....	3	8	10
V-C Citrus Bone Special.....	3	8	10
V-C Champion Citrus Comp.....	3	8	10
			14
Young Citrus and Nursery			
V-C Nursery Special.....	4	8	3
V-C Special for Young Trees.....	5	7	3

Fertilize for Fall Conditions

Put your citrus trees in shape for next season by a fall application of the RIGHT kind of fertilizer.

The V-C Fertilizer Guide shows the grades that the experience of successful growers has found to give the best results.

V-C Grades for Citrus are made with—
—Just enough Nitrogen to keep the trees active without producing too much tender growth—
—dangerous in case of frost.



- Phosphoric Acid sufficient to form the bud wood for next season.
- Potash in abundance to give resistance to weather, and to hold the fruit long on the trees.

V-C Fertilizers for Citrus contain the plant food in the forms and proportions that are approved by Horticultural experts as most desirable for fall conditions.

Our experienced field men will be glad to help you solve your fertilizer problems.

See your local dealer for V-C Fertilizers or write our office for price list.

**VIRGINIA-CAROLINA
CHEMICAL CORPORATION**
Jacksonville, Fla.

maintaining proper temperatures against the time of demand, fruit growers would be assured of a constant market and consequent prosperity.

Cites Apple Example

"Past performances with apples have shown that the only way to insure the grower of a fair profit on his investment and the consumer of fresh, firm fruit at a reasonable all-year cost is by cold storage. The fruit growers' associations in the Northwest has had no trouble in borrowing working capital from the banks because of its organization along these lines.

"It now remains for some one to tackle the problem of fruit storage here in Florida. After conferences with fruit growers throughout the state, including Mr. Commander, of Tampa, one of the principal figures in the citrus fruit growers organization, Mr. Hyde, feels that citrus storage is practicable.

"The problem is one of experimentation to find the methods which will produce the best results most economically and the company's first step has been the designing of an orange room with a capacity of 10,000 boxes so divided that during the first year different lots of fruits can be handled under different conditions as to temperature, air humidity, air circulation and packing.

"With this information in such shape as to warrant cooperation between the growers, pre-cooling storage houses and steamship companies, it is obvious that our citrus fruits can be laid down in the major American and European markets at a low cost and held there for distribution throughout the off season."

DUES FIXED BY GROWERS

With a representative number of growers present, the Indian River County Fruit Protective association held its second meeting at Seminole Hall and voted to fix the membership dues at ten cents an acre with a minimum of \$2.00 for each member.

In order to raise money to pay rewards for the arrest of fruit thieves a special assessment of \$1.50 will be levied for each conviction. Any additional money that may be needed by the association will be raised by assessments on an acreage basis.

The committee appointed to draft a constitution was also authorized to submit a set of by-laws at another meeting.

THE CITRUS INDUSTRY

"THE SPRING IMPULSE IN CITRUS TREES"

The above is the caption of a neat little booklet just issued by Wilson and Toomer Fertilizer Company, Jacksonville, which is being distributed to some sixteen thousand patrons of the Company in Florida.

The booklet is the work of Bayard F. Floyd and deals authoritatively with the subject in hand as is true of all Mr. Floyd's writings.

The Citrus Industry finds the information and advice given in this book of such great importance to growers that it reproduces a large portion of Mr. Floyd's advice elsewhere in this issue.

Cottonseed meal is selling at a price now which makes it worth consideration as a protein feed and a nitrogenous fertilizer.

"The most serious thing that can happen to a man is to forget how to play," has been well said by Cy Adams, an Arkansas "farmer."

CLASSIFIED Advertisements

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

REAL ESTATE

WILL EXCHANGE West Texas cattle ranch for unimproved or improved land in Florida. What have you? Give price and full particulars. T. E. Bartlett, 3410 McKinley Ave., El Paso, Texas.

FIVE ACRES and a town lot, all for \$700.00. Biggest bargain in Florida. Certain money maker. We want reliable salesmen to present this meritorious proposition to investors. Sumter Gardens and Bushnell Park lots. Every purchaser highly pleased. Florida Garden Land Company, Box 1759, St. Petersburg, Florida.

"BOOK OF TRUTH"

For planters of new groves is yours for the asking.

Write Today.

OKLAWAHA NURSERIES INC.

"Pedigreed Citrus Trees" Florida
Lake Jem,

FOR SALE CHEAP—Eleven acres high, rolling citrus land; 4 acres cleared with small house, and large nice bearing orange trees full of fruit. Nicely located near Altamonte Springs, Fla. For particulars write H. A. Lunquiere, 41 N. W. 29th

January, 1927

St., Miami, Fla.

WANT TO SELL HALF INTEREST IN FIFTEEN ACRE SATSUMA BEARING GROVE ON HIGHWAY NEAR PANAMA CITY. ROBT. LAMBERT, OWNER. FOUNTAIN, FLA.

SATSUMA BUDWOOD from Bearing Trees. Hills Fruit Farm, Panama City, Fla.

FOR SALE—Pineapple land in winterless Florida. \$15 an acre. Almont Ake. Venus, Fla.

WANTED—To hear from owner of land for sale. O. K. Hawley, Baldwin, Wis.

MISCELLANEOUS

FROSTPROOF cabbage plants—500 \$1.00 postpaid. Expressed \$1.00 thousand. Wholesale Plant Co., Thomasville, Ga.

ADVERTISING RESEARCH WANTED: Specialist in foods and nutrition, drugs, disinfectants, and insect control. Successful record in copy work and syndicate writing. Desire assignments in fruit products. Can introduce new facts and put new punch into educational advertising. Mrs. Susa P. Moore, P. O. Box 523, Chicago.

FOR SALE—Dairy and stable manure, car lots. Link & Bagley, Box 464, Tampa, Fla.

WHITE WYANDOTT Cockerels, regal strain—the best in the country, direct from Martin pens. Utility and show birds \$5.00 each; also eggs for hatching \$5.00 per 15. W. A. King, Gen. Del., St. Petersburg, Fla.

SOUTHDOWN SHEEP, White Rocks, Toulouse Geese, Guineas, Angora and Milk Goats, Circular free. Woodburn, Clifton, Va.

WANTED: Competent man to work ten acre farm near Ocala, Florida, profit sharing basis. Young tangerine grove, many fruit trees, rich soil. Big money in onions, poultry. Comfortable, furnished house, good barn. R. F. D. 41, Burbank, Fla.

FARM—GROVE—HOME

22 ACRE large bearing grove, modern two-story, 8 room house, completely furnished on third largest lake in state in thriving town; good roads, church, schools; complete line farm implements and tools. P. F. Cloonan, Yalaha, Lake County, Fla.

HIGH BLOOD PRESSURE easily, inexpensively overcome, without drugs. Send address. Dr. J. B. Stokes, Mohawk, Fla.

FOR SALE—200 pure bred white Leghorn hens \$1.25 each, any quantity. Cockerels \$2 each. Fain's Hatchery, Edison, Ga.

LAREDO SOY BEANS, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

MILLION Porto Rico Potato Plants, \$2.50 1000. W. W. Williams, Quitman, Ga.

FARMER AGENTS: Make \$25.00 weekly selling Comet Sprayers. Profitable winter employment. You take orders. We deliver and collect. Commissions weekly. Established 35 years. Particulars free. Rusler Co., Box C-18, Johnstown, Ohio.

EARLY BEARING Papershell Pecan trees budded or grafted and guaranteed. Great shortage this year. Write for catalog today. Bass Pecan Company, Lumberton, Miss.

We Collect Notes, Accounts, Claims anywhere in world. No charges unless collected. We have collected in every State in Union, Canada and foreign countries. 25 years experience. **MAY'S COLLECTION AGENCY**, 28 Tinker Building Orlando, Fla.

FOR SALE—All varieties bananas and citrus trees. D. A. Nigels, Palm Harbor, Fla.

STRAWBERRY PLANTS. Send \$2.50 for 500 Missionary or Klondyke. \$4.50 per 1,000. Ready now. John Lightfoot, East Chattanooga, Tenn. 10-12t

RUNNER peanuts—Spanish peanuts Early speckled - Osceola - White Chinese and Bunch Velvet Beans. All varieties peas and Soybeans. Large or small lots. H. M. Franklin, Tennessee, Georgia.